

***SportingNews***

NOVEMBER 2010

# Mobile Competitive Analysis

OMNIGON COMMUNICATIONS, LLC



# TABLE OF CONTENTS

I.	Introduction	Page 3
	Background	Page 4
II.	Mission Statement	Page 5
	High Level Functionality Specifications	Page 6
	Big Topics / Super Stories	Page 7
	Developing Stories	Page 8
	Personalization	Page 9
	Data Visualization & Advanced Analysis	Page 10
III.	Mobile Operating System Analysis	Page 11
IV.	Mobile Hardware	Page 25
V.	Development Technologies	Page 30
VI.	Sporting News Offerings	Page 38
VII.	Sports Landscape	Page 52
VIII.	Statistical Analysis	Page 69
IX.	Mobile Apps & Sites	Page 74
X.	Notable Successful Services	Page 98
XI.	Notable Failed Services	Page 127
XII.	API Information	Page 133
	API Information - Account Login Services	Page 134
	API Information - Video Services	Page 139
	API Information - Photo Services	Page 148
	API Information - Micro & Macro Blogging Services	Page 156
	API Information - Location Based Services	Page 161
	API Information - Event Services	Page 169
	API Information - Extra Curricular Activities	Page 172
	API Information - Hard At Work	Page 179
XIII.	Conclusion	Page 184



# INTRODUCTION

SportingNews has asked Omnigon Communications to conduct a competitive analysis of the mobile marketplace. Over the last two weeks, we have looked at several different mobile websites and compiled several lists of applications for the many handsets and operating systems out on the marketplace.

We are proud to present the following report of our findings, research and recommendations. We have developed this report to enable the initials production of SportingNews Mobile.



# BACKGROUND

Wikipedia defines Sporting News services as the following:

"Sporting News (previously The Sporting News, and known colloquially as TSN) is an American-based sports magazine. It was established in 1886, and it became the dominant American publication covering baseball — so much so that it acquired the nickname "The Bible of Baseball". Along with its affiliated radio network, Sporting News Radio, it is currently owned by Charlotte, North Carolina-based American City Business Journals, a subsidiary of Advance Publications.

SN currently covers seven main sports — Major League Baseball (MLB), the National Basketball Association (NBA), the National Football League (NFL), the National Hockey League (NHL), NASCAR, and NCAA men's basketball and football — with occasional coverage of other sports. Following 122 years of existence as a weekly publication, the magazine switched to a bi-weekly publishing schedule in 2008. Earlier that year, it launched a daily online newspaper, Sporting News Today."

Frequency:

- Bi-weekly (2008-present)
- Weekly (1886-2008)
- Daily (2008-present, online)

Circulation: 540,000

First issue: 1886

Company: American City Business Journals/Advance Publications, Based in Charlotte, NC

Website: <http://www.sportingnews.com>



# MISSION STATEMENT



To develop a personal user experience for avid fans that goes beyond box score and basic reporting to offer the in-depth analysis and information that demanding sports fans crave on their mobile device(s).



# HIGH LEVEL FUNCTIONALITY SPECIFICATIONS



We recommend that the following four areas of functionality are given significant attention on mobile devices.

**FOUR AREAS OF FUNCTIONALITY**

- 1. Big Topics / Super Stories**
- 2. Developing Stories**
- 3. Personalization**
- 4. Data Visualization & Advanced Analysis**



# BIG TOPICS / SUPER STORIES



On the website, Big Topics are displayed with specific prominence to viewers, with the ability to view all. Mobile users should see the same attention to these Big Topics, which are links to important Super Stories. These stories should push a social lens to engage users via multiple entry points, e.g. Facebook, Twitter, etc. Additionally, the proper business rules are needed so that Sporting News Editors can quickly identify contextual related stories when creating a Trending Topic hub page and updates.

Super Stories are larger stories that encompass all related items. Super Stories look at all angles, viewpoints, and vantage points of the stories. These Super Stories should include the following:

- Text
- Story – All Sporting News
- Images – Sporting News & Web
- Video – Sporting News & Web
- Web – Curated Content
- Social – Twitter/Facebook
- Milestones – Points in which the story has changed
- Topics – e.g. Brett Favre, Randy Moss

Standard stories can have some of the above elements, but not all.

On the web, viewers can look at Super Story elements through several views. These elements should be accessible to users via their mobile devices as well.

- 1. Summary View**  
Provides Sporting News' take along with the best photos, videos, articles and social commentary from Sporting News and the rest of the web. This page acts like a topic hub page.
- 2. Story View**  
Allows the user to read the most recent development related to the topic, while giving them insight into the past. Additionally, as the Hub Page, this acts as a landing page for the topic, which gives the user background to how the story has developed over time, including glimpses of other pieces.
- 3. Photo View**  
Sporting News has curated the best photos from Sporting News and throughout the web.
- 4. Video View**  
Sporting News has curated the best videos from Sporting News and throughout the web.
- 5. Web View**  
Sporting News Editors pick the best contest from around the web.
- 6. Social View**  
Social Media content will display Facebook, Twitter and other specific Social Media channels.



# DEVELOPING STORIES



Developing Stories incorporate breaking news or breaking stories. "The quickest way for a user to find out what is new in sports today." These evolving stories quickly tell the user what is new in sports today. Developing stories could comprise the following:

- Important Injury News
- Trade
- League Violations

These are the initial gateway for every story until the background is filled out. Developing Stories can evolve into Super Stories or enhanced stories over time or remain as a standard story. Additionally, Developing Stories can feed into larger stories and Big Topics as a related story, become a milestone of a Big Topic, become a Big Topic themselves or be completely unrelated.



# PERSONALIZATION



When personalized, the Sporting News will display what is new to the user from their last login date. This feature allows the user to mark stories and topics as the most interesting to them. It is important to take a user through the experience of becoming a specialized user. Building this a relationship with the user will extend and enhance their experience with Sporting News.

There are two methods to personalization:

- 1. **Indirect**
- 2. **Direct**

This relies on multiple factors:

- 1. **Entry Point**
- 2. **Basic Browsing Metrics**  
Following their click through, like Amazon.com recently viewed/suggestions
- 3. **Geo-location**
- 4. **Social Media Data**
- 5. **Confirmation**  
Calls to Action, Surveys, Quizzes/Polls (these all will validate their personal interests/experiences)

For example: based on a user's history or navigation through the site, an online persona can be developed from this collection of information. Once the relationship is established, then questions can be asked to confirm a user's preferences/personalization choices.

Additionally, Sporting News can incorporate indirect and direct information into a “My SN” or “My Feed” section, which will display Sporting News’ interpretation of valued information from data/clicks and will also allow user to edit their profile directly. The user profile may show stories/topics related to their teams and interests based upon their selections, click throughs, geo-location and actions on the web and mobile sites.

Sporting News mobile readers will come with a varying array of mobile devices, as such, the mobile offering needs to feature streamlined content and adapt well to many screen sizes and hardware form factors. It is advisable to consider a dual approach – a HTML5 mobile website as well as specialized applications for devices like the iPad, iPhone, Android & RIM mobile devices.



# DATA VISUALIZATION & ADVANCED ANALYSIS



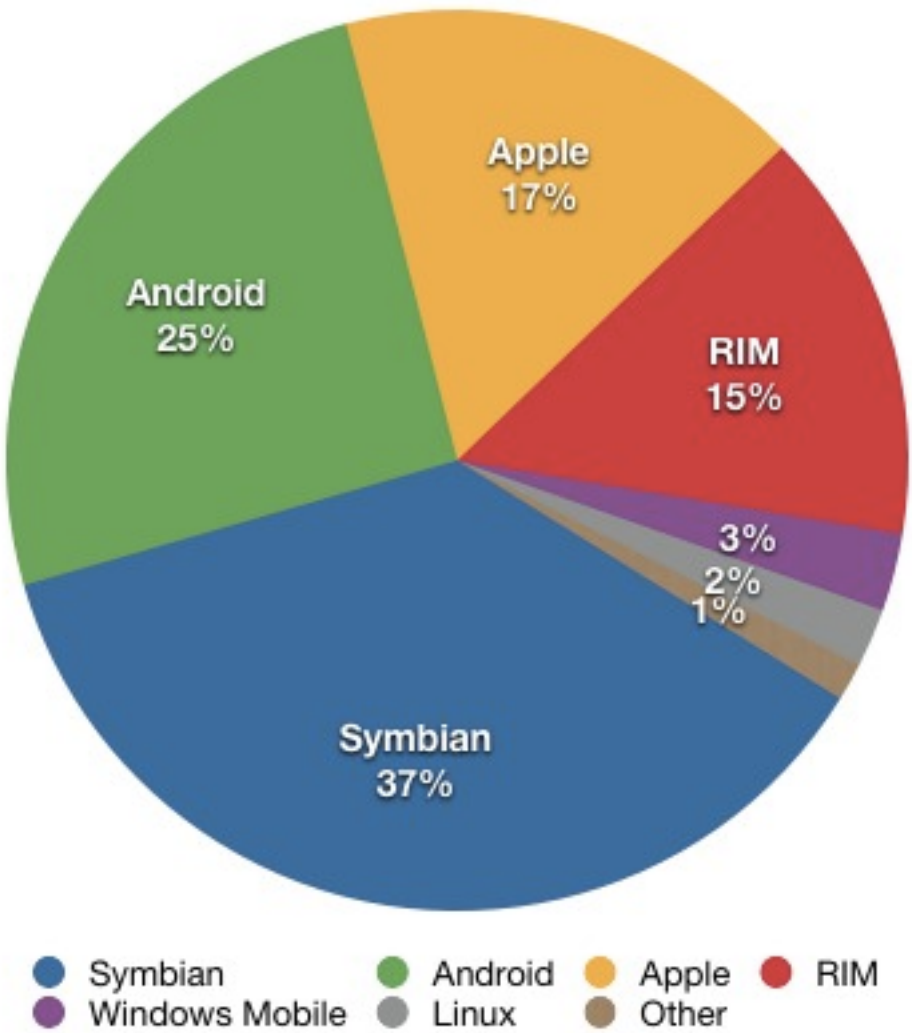
Sporting News will provide the post-game analysis to tell the user the real story of what the statistics reveal. More than just Sabremetrics, advanced statistics tell a more compelling story over time, which better identifies important trends, and more accurately predicts player and team performance through analysis and data visualization. Using data visualization tools, Sporting News can help readers to quickly identify the most important facets of the game. Visualization can quickly tell the reader what is important and why.

Sporting News’ Advanced Analysis provides data visualization and in-depth statistical coverage beyond the traditional approach, as well as the themes and information that arise over a period of time about players, teams, match ups and overall trends. Providing a mobile user with advanced statistical analysis for the single game view in addition to a player(s), team(s) and the matchup(s) over a period of time will better enable the reader to understand the story. These added visualizations and statistical graphs will clue in the reader and may be a part of a Basic Story, Enhanced Story or a Super Story. Sporting News editors will have a suite of tools and a set of finite, preset templates to create these visualizations and graphs.



There are several competing Operating Systems within the Mobile Phone ecosystem.

- 1) Apple iOS
- 2) Google Android
- 3) Intel/Nokia Meego
- 4) Limo
- 5) Linux
- 6) Microsoft Windows Mobile/Windows Phone
- 7) Nokia Maemo
- 8) Nokia Symbian OS
- 9) HP Palm WebOS
- 10) RIM Blackberry OS
- 11) Samsung Bada
- 12) WAP



Share of 2010 Q2 smartphone sales to end users by operating system, according to Gartner.



# APPLE iOS



**Background:**

iOS devices (iPhones, iPads, iTouch & AppleTV 2) are rapidly gaining in popularity and as the standard to beat. One manufacturer for HW & SW equals a tighter and stronger User Experience.

**URL:**

- 1) <http://www.apple.com/iphone/ios4>
- 2) <http://developer.apple.com/library/mac/#documentation/UserExperience/Conceptual/AppleHIGuidelines/XHIGIntro/XHIGIntro.html>

**Pluses:**

- 1) Exclusive look and prominence on specific handsets
- 2) Great handset UX and established user base
- 3) Can build an offline version that functions even if the user is out of range
- 4) Allows third-party apps to do certain functions in the background
- 5) Create an easy way for all apps to save and enable fast app switching
- 6) Uses WebKit

**Minuses:**

- 1) Apple must approve every App release/update - takes up to two weeks
- 2) Limited to iOS pool
- 3) Requires dedicated & seasoned development group

**Key Interaction/Takeaways:**

Good design reference. Apple leads the marketplace with strong Human Interface Guidelines.

**Notes:**

iOS is Apple's mobile operating system. Developed originally for the iPhone, it has since been shipped on the iPod Touch, iPad and Apple TV as well. Apple does not permit the OS to run on third-party hardware. As of October 20, 2010, Apple's App Store contains more than 300,000 iOS applications, which have collectively been downloaded more than 7.5 billion times, as per a keynote on October 20, 2010. As of May 2010, it had a 15.4% share of the smartphone operating system market in terms of units sold, third behind Symbian and RIM's Blackberry, but accounted for 59% of mobile web consumption (not including the iPad) in North America.

The user interface of iOS is based on the concept of direct manipulation, using multi-touch gestures. Interface control elements consist of sliders, switches, and buttons. The response to user input is immediate and provides a fluid interface. Interaction with the OS includes gestures such as swiping, tapping, pinching, and reverse pinching. Internal accelerometers are used by some applications to respond to shaking the device (one common result is the undo command) or rotating it in three dimensions (one common result is switching from portrait to landscape mode).

iOS is derived from Mac OS X, with which it shares the Darwin foundation, and is therefore a Unix-like operating system by nature. In iOS, there are four abstraction layers: the Core OS layer, the Core Services layer, the Media layer, and the Cocoa Touch layer. The operating system uses roughly 500 megabytes of the device's storage, varying for each model.





**Background:**  
Android devices (e.g HTC Hero) are to iPhones as PCs were to Macintoshes in the 1980's & 1990's: more devices made by many different manufacturers offering flexibility & customization.

**URL:**  
1) <http://www.android.com>  
2) <http://www.htc.com>

**Pluses:**  
1) Significantly less stringent approval process  
2) Available on a larger set of handsets - not necessarily higher installed base  
3) Public Perception of more handset choices equals more customizable experience  
4) Android increasing in popularity, moving in on Apple's iOS  
5) Uses WebKit

**Minuses:**  
1) Rapid proliferation in handset models from various manufacturers with differing hardware capabilities  
2) Since all handsets are very different - difficult to develop applications that work on all Android-based phones  
3) OS model is akin to Windows - Single OS must be built for all possible devices & customized  
4) Requires dedicated & seasoned development group  
5) Android does not use established Java standards, i.e. Java SE and ME. This prevents compatibility among Java applications written for those platforms and those for the Android platform  
6) Android only reuses the Java syntax, but does not provide the full-class libraries and APIs bundled with Java SE or ME.

**Key Interaction/Takeaways:**  
Google has positioned Android as an open Operating System available on many hardware handsets and mobile operators.

**Notes:**  
Android is a mobile operating system initially developed by Android Inc., a firm purchased by Google in 2005. Android is based upon a modified version of the Linux kernel. It is a participant in the Open Handset Alliance. Unit sales for Android OS smartphones ranked first among all smartphone OS handsets sold in the U.S. in the second and third quarters of 2010, with a third quarter market share of 43.6%.

Android has a large community of developers writing application programs ("apps") that extend the functionality of the devices. There are currently over 100,000 apps available for Android. Android Market is the online app store run by Google, though apps can be downloaded from third party sites (except on AT&T, which disallows this). Developers write in the Java language, controlling the device via Google-developed Java libraries. The Android operating system software stack consists of Java applications running on a Java based object oriented application framework on top of Java core libraries running on a Dalvik virtual machine featuring JIT compilation. Libraries written in C include the surface manager, OpenCore media framework, SQLite relational database management system, OpenGL ES 2.0 3D graphics API, WebKit layout engine, SGL graphics engine, SSL, and Bionic libc. The Android operating system consists of 12 million lines of code including 3 million lines of XML, 2.8 million lines of C, 2.1 million lines of Java, and 1.75 million lines of C++.

The unveiling of the Android distribution on 5 November 2007 was announced with the founding of the Open Handset Alliance, a consortium of 78 hardware, software, and telecom companies devoted to advancing open standards for mobile devices. Google released most of the Android code under the Apache License, a free software and open source license.





**Background:**

Blackberries are immensely popular in the business world. However, their market share is shrinking.

**URL:**

- 1) <http://www.blackberry.com>

**Pluses:**

- 1) Large pool of devices worldwide
- 2) Less expensive devices
- 3) Open source
- 4) Contains social networking capabilities for developers
- 5) With WebWorks, developers can build Web applications for BlackBerry leveraging HTML5, CSS, and JavaScript
- 6) RIM is introducing BlackBerry Analytics SDK, providing developers with reporting & analytics on use of applications

**Minuses:**

- 1) OS requirements are a factor
- 2) Requires dedicated & seasoned development group
- 3) Opera web browsers are less standardized and buggy

**Key Interaction/Takeaways:**

RIM is facing stiff competition from Apple and Google and have lost significant market share within the business world.

**Notes:**

BlackBerry is a line of mobile e-mail and smartphone devices developed and designed by Canadian company Research In Motion (RIM) since 1996. BlackBerry commands a 14.8% share of worldwide smartphone sales, making it the fourth most popular platform after Nokia's Symbian OS, Google's Android, and Apple's iOS. The consumer BlackBerry Internet Service is available in 91 countries worldwide on over 500 mobile service operators using various mobile technologies.

BlackBerry functions as a personal digital assistant with address book, calendar and to-do list capabilities. It also functions as a portable media player with support for music and video playback and camera picture and video capabilities. BlackBerry is primarily known for its ability to send and receive (push) Internet e-mail wherever mobile network service coverage is present, or through Wi-Fi connectivity. BlackBerry is mainly a messaging phone with the largest array of messaging features in a smartphone today, including auto-text, auto-correct, text prediction, support for many languages, keyboard shortcuts, text emoticons, push email, push Facebook and Myspace notifications, push Ebay notifications, push instant messaging with BlackBerry Messenger, Google Messenger, ICQ, Windows Live Messenger and Yahoo Messenger; threaded text messaging and a customizable indicator light near the top right of all Blackberry devices. All notifications and conversations from applications are shown in a unified messaging application which third party applications can access also. Many of these applications would have to be running in the background of other phones to be used. BlackBerry's push gives BlackBerry devices their renowned battery life. All data on the phone is compressed through BlackBerry Internet Service (BIS).

Modern GSM-based BlackBerry handhelds incorporate an ARM 7, 9 or ARM 11 processor, while older BlackBerry 950 and 957 handhelds used mudit 80386 processors. The latest GSM BlackBerry models (8100, 8300 and 8700 series) have an Intel PXA930 624 MHz processor, 256 MB (or 4 GB in case of the torch 9800) flash memory and 265 MB SDRAM. CDMA BlackBerry smartphones are based on Qualcomm MSM6x00 chipsets which also include the ARM 9-based processor and GSM 900/1800 roaming (as the case with the 8830 and 9500) and include up to 256MB flash memory. The CDMA Bold 9650 is the first to have 512mb flash memory for applications. All modern BlackBerrys support up to 32gb microSD cards.



# NOKIA SYMBIAN OS



**Background:**

Nokia Symbian devices have the largest percentage, approximately 40%, in global market share, but this is quickly shrinking as smartphones become cheaper.

**URL:**

- 1) <http://www.symbian.org>

**Pluses:**

- 1) Largest global market share
- 2) Founded by large manufacturers and providers within the mobile marketplace
- 3) Bought by Nokia in 2008
- 4) Uses WebKit

**Minuses:**

- 1) OS requirements are a factor
- 2) Requires dedicated & seasoned development group
- 3) Opera web browsers are less standardized and buggy

**Key Interaction/Takeaways:**

Nokia is losing market share fast. They still hold the lead in the global marketplace, but that number is surely to come down as smartphones like the iPhone and Android phones become more ubiquitous.

**Notes:**

The S60 Platform (formerly Series 60 User Interface) is a software platform for mobile phones that runs on Symbian OS. S60 is currently amongst the most-used smartphone platforms in the world. It was created by Nokia, who made the platform open source and contributed it to the Symbian Foundation. S60 has been used by mobile device manufacturers including Siemens mobile, Lenovo, LG Electronics, Panasonic and Samsung. Sony co-created the software with Nokia. Symbian was the most popular smartphone OS on the market by 47% of the sector’s total sales, with 17.9m handsets sold in Q4 2008.

In addition to the manufacturers the community includes:

- Software integration companies such as Sasken, Elektrobit, Teleca, Digia, Mobica, Atelier.tm
- Semiconductor companies Texas Instruments, ST Microelectronics, Broadcom, SONY, Freescale, Samsung Electronics
- Operators such as Vodafone and Orange who develop and provide S60-based mobile applications and services
- Software developers and independent software vendors (ISVs).

S60 consists of a suite of libraries and standard applications, such as telephony, PIM tools, and Helix-based multimedia players. It is intended to power fully-featured modern phones with large color screens, which are commonly known as smartphones. The S60 software is a multivendor standard for smartphones that supports application development in Java MIDP, C++, Python and Adobe Flash. Originally, the most distinguishing feature of S60 phones was that they allowed users to install new applications after purchase. Unlike a standard desktop platform, however, the built-in apps are rarely upgraded by the vendor beyond bug fixes. New features are only added to phones while they are being developed rather than after public release. Certain buttons are standardized, such as a menu key, a four way joystick or d-pad, left and right soft keys and a clear key.



# HP PALM webOS



**Background:**

Nokia Symbian devices have the largest percentage in global market share, but this is quickly shrinking as smartphones become cheaper.

**URL:**

- 1) <http://www.palm.com>

**Pluses:**

- 1) Intuitive Operating System
- 2) Integrates well with Microsoft Outlook & Google Calendar
- 3) Less expensive devices

**Minuses:**

- 1) Very small user base
- 2) Requires dedicated & experienced programming team

**Key Interaction/Takeaways:**

HP's acquisition of Palm suggests that they are anxious to dethrone Apple and Google's attention of the market. webOS offers a great experience to users, but are they buying?

**Notes:**

HP Palm webOS is Palm's proprietary mobile operating system running on the Linux kernel. The Palm Pre smartphone was the first device to launch with webOS, and both were introduced to the public at the Consumer Electronics Show in Las Vegas on January 8, 2009. The Palm Pre and webOS were released on June 6, 2009. The second device to use the operating system, the Palm Pixi, was released on November 15, 2009. The webOS features significant online social network and Web 2.0 integration. HP webOS 2.0 was released in October 2010, with incremental changes such as better multi-tasking.

webOS's graphical user interface is designed for use on devices with touchscreens. It includes a suite of applications for personal information management and makes use of a number of web technologies such as HTML5, JavaScript, and CSS. Palm claims that the design around these existing technologies was intended to spare developers from learning a new programming language. The Palm Pre, released on June 6, 2009, is the first device to run this platform. Devices currently running updated versions of webOS 1.x.x include the Palm Pre and Palm Pixi on Sprint, and the "Plus" versions that run on Verizon Wireless and AT&T, as well as some international carriers. Although webOS version 2 has been announced, and its features outlined it is not yet available for these consumer devices. It appears that the first consumer devices with webOS 2 will be new Pre 2 phones in France from SFR possibly as early as 2010 October 22, and then elsewhere. Subsequent release of webOS 2 for the devices presently running the version 1 webOS appears to be slated to be "available in the coming months." All webOS devices appear to be able to migrate to the new version, although Pixi and Pixi Plus, because of slower processor speeds, will not run Adobe Flash Player 10.1 Beta, which will run on Pre, Pre Plus and Pre 2 only.

On April 28, 2010, HP announced that it had agreed to acquire Palm for \$1.2 billion.[4] The deal was completed on July 1, 2010.[5] The Palm global business unit will be responsible for webOS software development and webOS based hardware products, from a robust smartphone roadmap to future slate PCs and netbooks.





**Background:**

MeeGo is designed to act as an operating system for hardware platforms such as netbooks, entry-level desktops, nettops, tablet computers, mobile computing and communications devices, in-vehicle infotainment devices, SmartTV / ConnectedTV, IPTV-boxes, smart phones, and other embedded systems.

**URL:**

- 1) <http://www.meego.com>

**Pluses:**

- 1) Available on many devices

**Minuses:**

- 1) Requires dedicated & experienced programming team  
2) Small user base

**Key Interaction/Takeaways:**

MeeGo is an example of Linux being aimed at the non smartphone market.

**Notes:**

MeeGo is a Linux-based open source mobile operating system project which was announced at Mobile World Congress in February 2010 by Intel and Nokia in a joint press conference. Its aim is to merge the efforts of Intel on Moblin and of Nokia on Maemo into one project. It is hosted by the Linux Foundation. According to Intel, MeeGo was developed because Microsoft did not offer comprehensive Windows 7 support for the Atom processor. Novell also plays a large part in the MeeGo effort, working with the Linux Foundation on their build infrastructure and official MeeGo products, and MeeGo is increasingly using more of Novell's technology that was originally developed for openSUSE, (including openSUSE Build Service, ZYpp for package management, and other system management tools).

MeeGo is primarily designed to act as an operating system for hardware platforms such as netbooks, entry-level desktops, tablet computers, mobile computing and communications devices, in-vehicle infotainment devices, connected-TVs, IPTV-boxes, smart phones, and other embedded systems.

Harmattan, originally slated to become Maemo 6, is now considered to be a MeeGo instance (though not a MeeGo product), and Nokia is giving up the Maemo branding for Harmattan and beyond (Maemo 5, aka Fremantle, and previous versions will still be referred to as Maemo).





**Background:**

Windows Phone 7 is the successor of Microsoft’s Windows Mobile 6.5 mobile operating system. Microsoft’s goal is to create a compelling and predictable user experience by redesigning the user interface, disallowing partners to modify or replace it, integrating the operating system with other services, and strictly controlling the hardware it runs on.

**URL:**

1) <http://www.microsoft.com/windowsphone>

**Pluses:**

- 1) Microsoft wants to create a compelling and predictable user experience.
- 2) Disallows OS modification by partners
- 3) MS wants an Apple like experience on more phones

**Minuses:**

- 1) Lack of customization may not entice carriers and manufacturers to use OS
- 2) Small user base - Relaunch was not successful

**Key Interaction/Takeaways:**

Good design reference. Named best interface MS has had in years. Focus on graphic interface – fluid motion and interaction. Good combination of contrasting ICON imagery in small tiles. Good combination of pictures, icons, text, and motion. Windows Mobile has lost significant market share and dominance since the release of the iPhone & Android smart phones and the increased prominence of RIM mobile handsets. Microsoft has an uphill battle ahead of them and are challenging established conventions in order to gain more market share and consumer’s attention.

**Notes:**

Windows Phone 7 is a mobile operating system developed by Microsoft, and is the successor to their Windows Mobile platform. It launched in Europe, Singapore and Australia on October 21, 2010, and in the US & Canada on November 8, 2010, with Asia to follow in 2011. With Windows Phone 7, Microsoft offers a new Metro user interface, integrates the operating system with Microsoft's other services, and plans to strictly control which hardware it runs on.

Microsoft unveiled Windows Phone 7 on February 15, 2010, at Mobile World Congress 2010 in Barcelona and revealed additional details at MIX 2010 on March 15, 2010. Windows Phone 7 was released to manufacturing on September 1, 2010, and the final SDK was made available on September 16, 2010.





**Background:**

Before the introduction of WAP, service providers had extremely limited opportunities to offer interactive data services, but needed interactivity to support now-commonplace activities.

**URL:**

1) <http://www.openmobilealliance.org/Technical/wapindex.aspx>

**Pluses:**

- 1) Most phones can access content
- 2) Reaches more non-smartphones

**Minuses:**

- 1) Limited Software capabilities
- 2) User Experience is very simplistic

**Key Interaction/Takeaways:**

WAP is still relevant for its attention to Lowest Common Denominator.

**Notes:**

Wireless Application Protocol (WAP) is an open international standard. A WAP browser is a commonly used web browser for small mobile devices such as cell phones. Before the introduction of WAP, service providers had extremely limited opportunities to offer interactive data services, but needed interactivity to support now-commonplace activities such as:

- Email by mobile phone
- Tracking of stock-market prices
- Sports results
- News headlines new
- Music downloads

WAP 2.0, released in 2002, a re-engineered WAP, uses a cut-down version of XHTML with end-to-end HTTP (i.e., dropping the gateway and custom protocol suite used to communicate with it). A WAP gateway can be used in conjunction with WAP 2.0; however, in this scenario, it is used as a standard proxy server. The WAP gateway's role would then shift from one of translation to adding additional information to each request. This would be configured by the operator and could include telephone numbers, location, billing information, and handset information. Mobile devices process XHTML Mobile Profile (XHTML MP), the markup language defined in WAP 2.0. It is a subset of XHTML and a superset of XHTML Basic. A version of cascading style sheets (CSS) called WAP CSS is supported by XHTML MP.

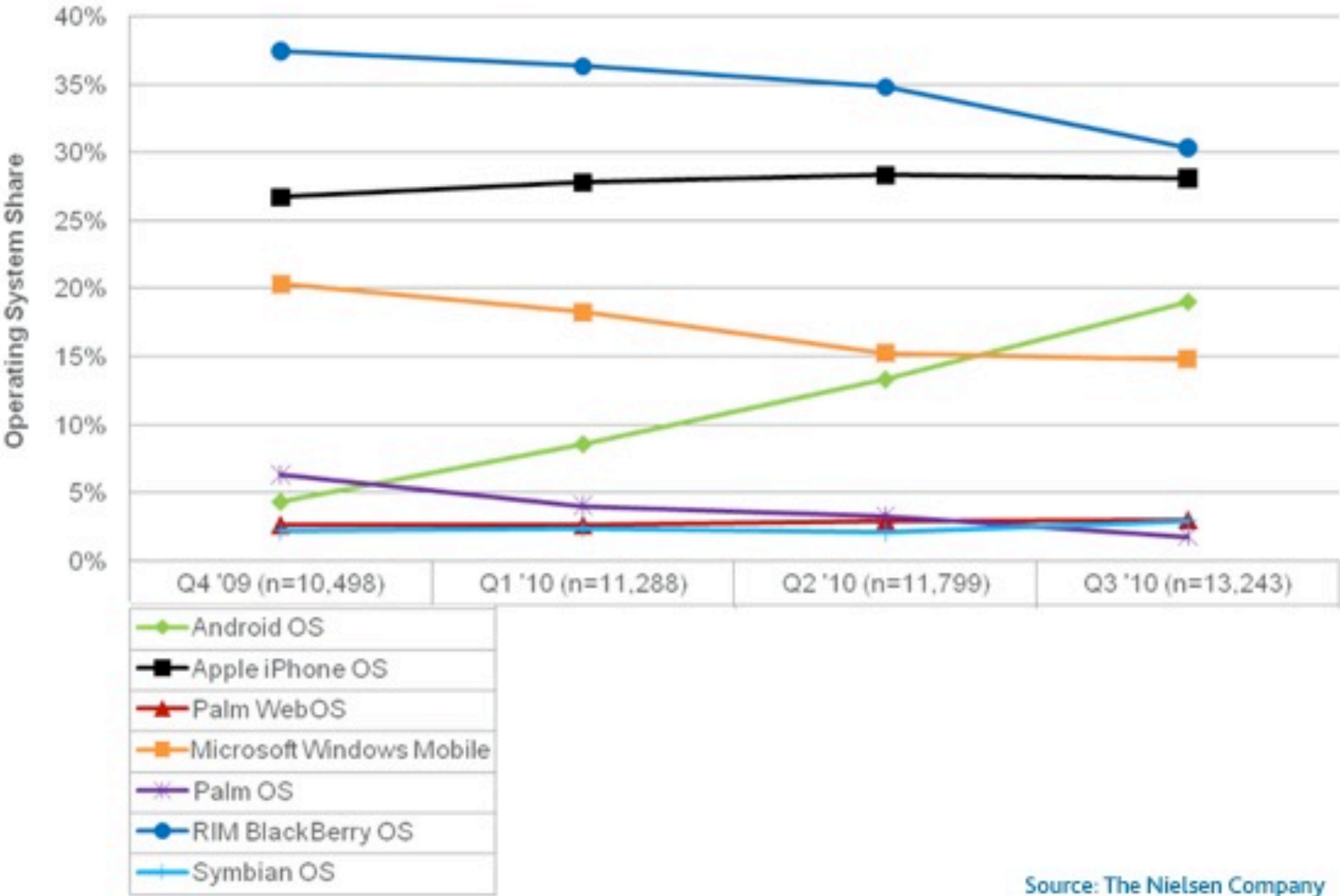
Spin-off technologies, such as MMS (Multimedia Messaging Service), a combination of WAP and SMS, have further driven the protocol. An enhanced appreciation of device diversity, supported by the concomitant changes to WAP content to become more device-specific rather aiming at a lowest common denominator, has allowed for more usable and compelling content. As a result, the adoption rate of WAP technology is on the upswing. The original WAP model provided a simple platform for access to web-like WML services and e-mail using mobile phones in Europe and the SE Asian regions. As of 2009 it continues with a considerable user base. The later versions of WAP, primarily targeting the United States market, were designed to enable full web XHTML access using mobile devices with a higher specification and cost, and with a higher degree of software complexity.





U.S. Smartphone Operating System Share - All Mobile Subscribers

Q3 '10, Nielsen Mobile Insights, National



Source: The Nielsen Company

**Notes:**  
Over the last year, sales of Android smartphones are on the rise, while Blackberrys and Windows Mobile are on the decline. The iPhone, however, remains fairly consistent.

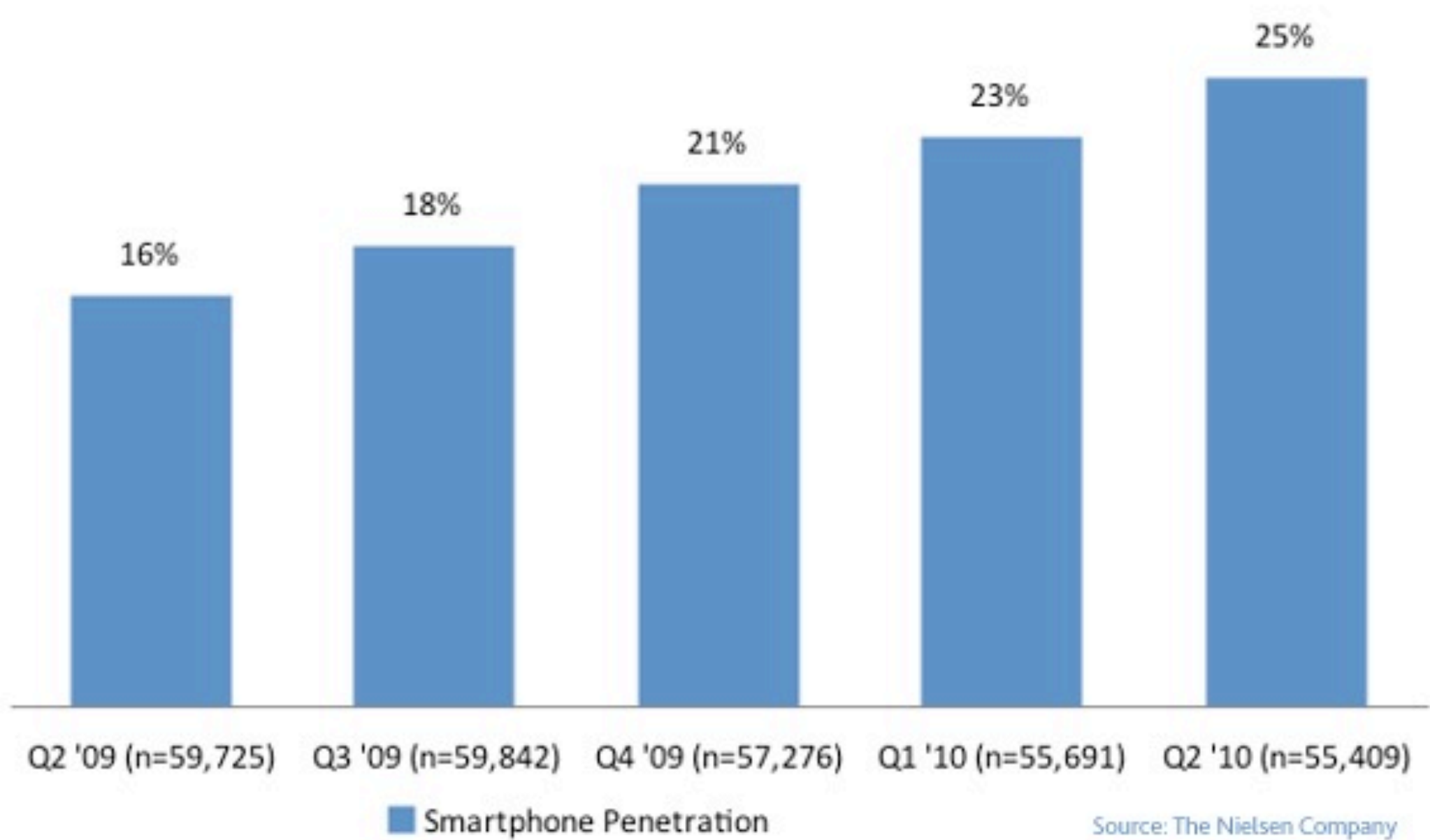
**URL:**  
1) [http://blog.nielsen.com/nielsenwire/online\\_mobile/android-soars-but-iphone-still-most-desired-as-smartphones-grab-25-of-u-s-mobile-market/](http://blog.nielsen.com/nielsenwire/online_mobile/android-soars-but-iphone-still-most-desired-as-smartphones-grab-25-of-u-s-mobile-market/)





Smartphone Penetration

All Mobile Subscribers, National, US



**Notes:**  
Every quarter more Americans are switching to Smartphones. This trend will continue to grow.

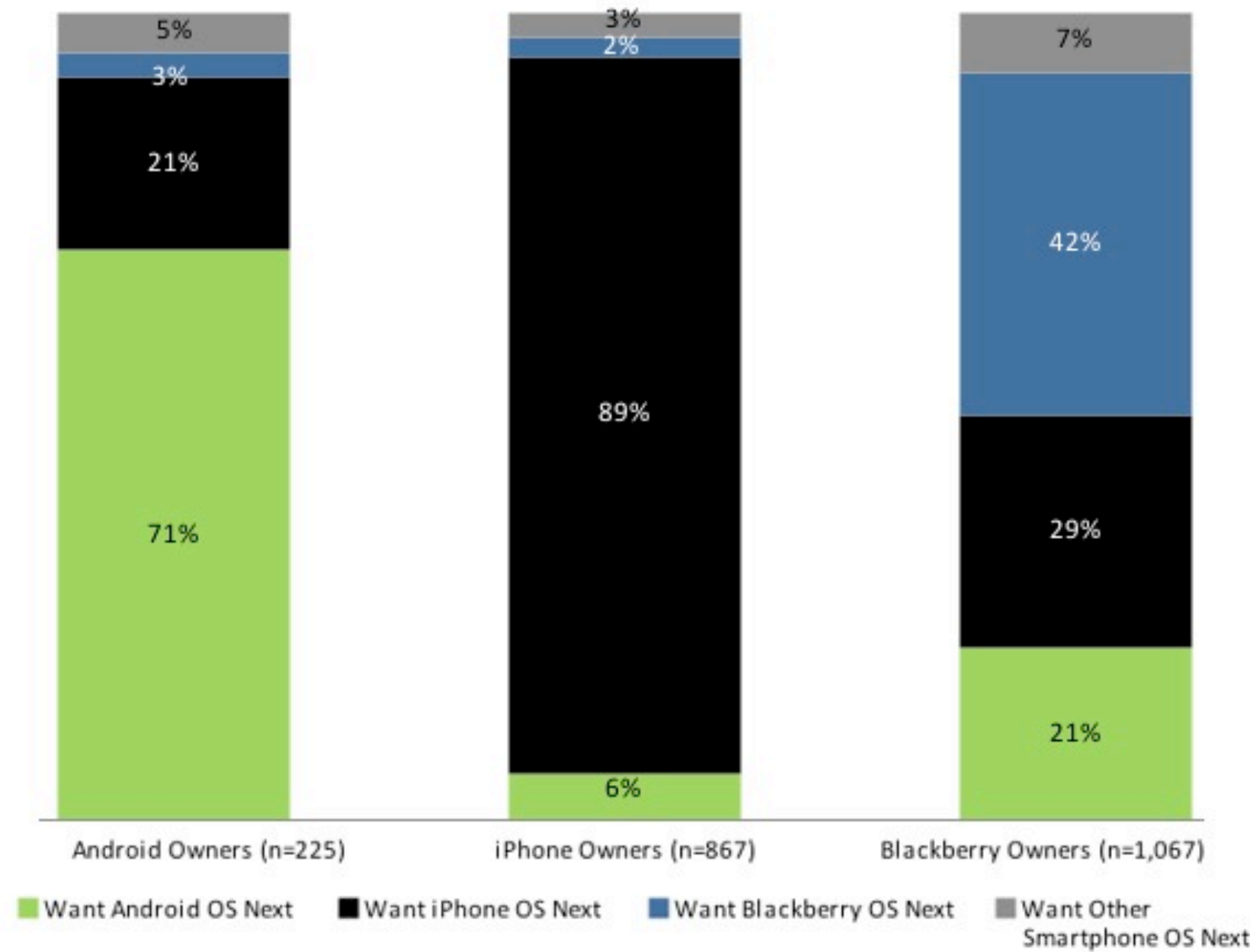
**URL:**  
1) [http://blog.nielsen.com/nielsenwire/online\\_mobile/android-soars-but-iphone-still-most-desired-as-smartphones-grab-25-of-u-s-mobile-market](http://blog.nielsen.com/nielsenwire/online_mobile/android-soars-but-iphone-still-most-desired-as-smartphones-grab-25-of-u-s-mobile-market)



# UNITED STATES MOBILE OS STATISTICS



**Next Desired Smartphone OS**  
Q2 2010, Likely Smartphone Upgraders, National, US



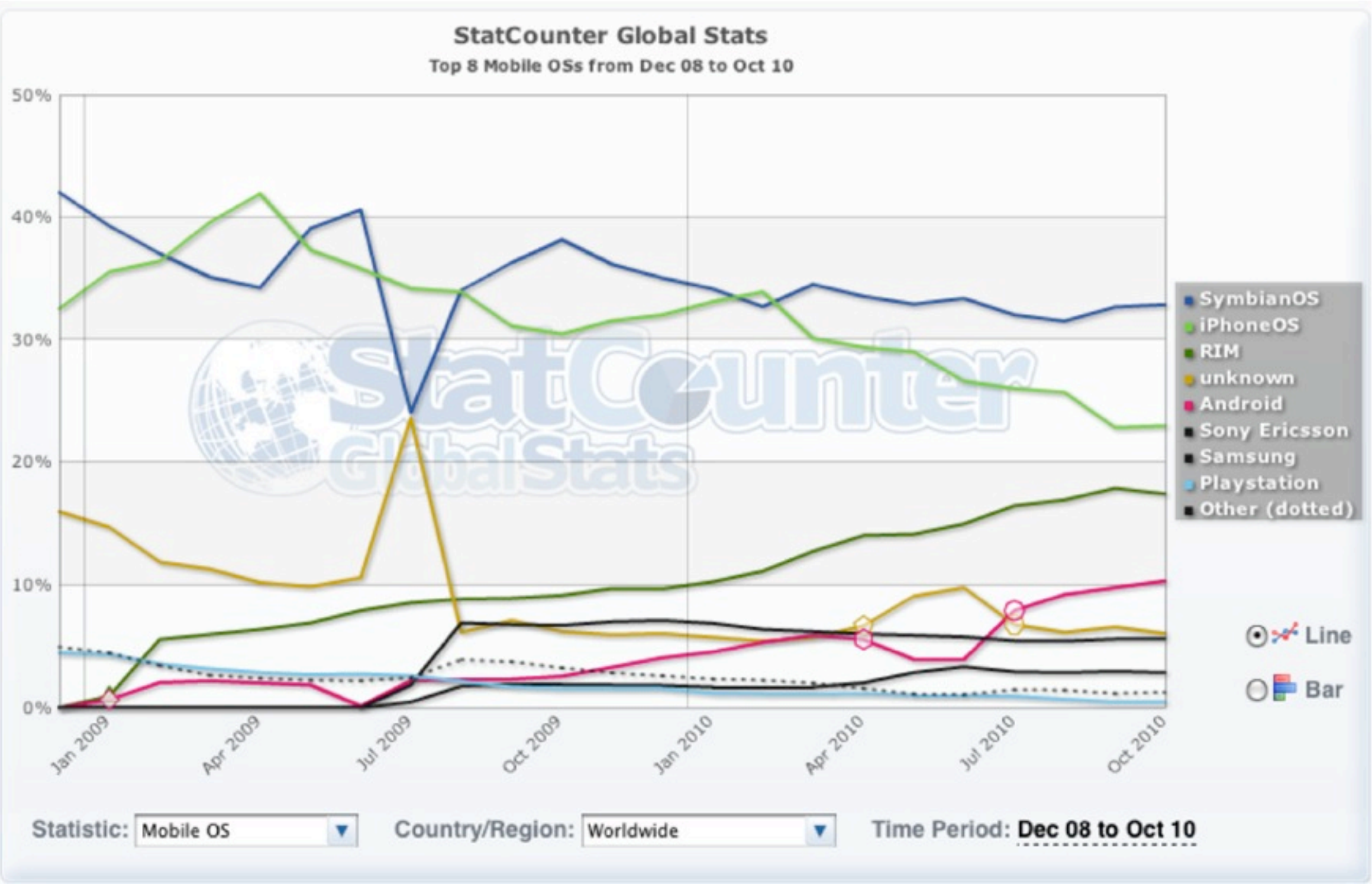
Source: The Nielsen Company

**Notes:**  
Most iPhone owners are satisfied customers, as are nearly as many Android users. However, it is very interesting to see that 50% Blackberry owners want to switch to an iPhone or Android smartphone.

**URL:**  
1) [http://blog.nielsen.com/nielsenwire/online\\_mobile/android-soars-but-iphone-still-most-desired-as-smartphones-grab-25-of-u-s-mobile-market](http://blog.nielsen.com/nielsenwire/online_mobile/android-soars-but-iphone-still-most-desired-as-smartphones-grab-25-of-u-s-mobile-market)



# GLOBAL MOBILE OS STATISTICS

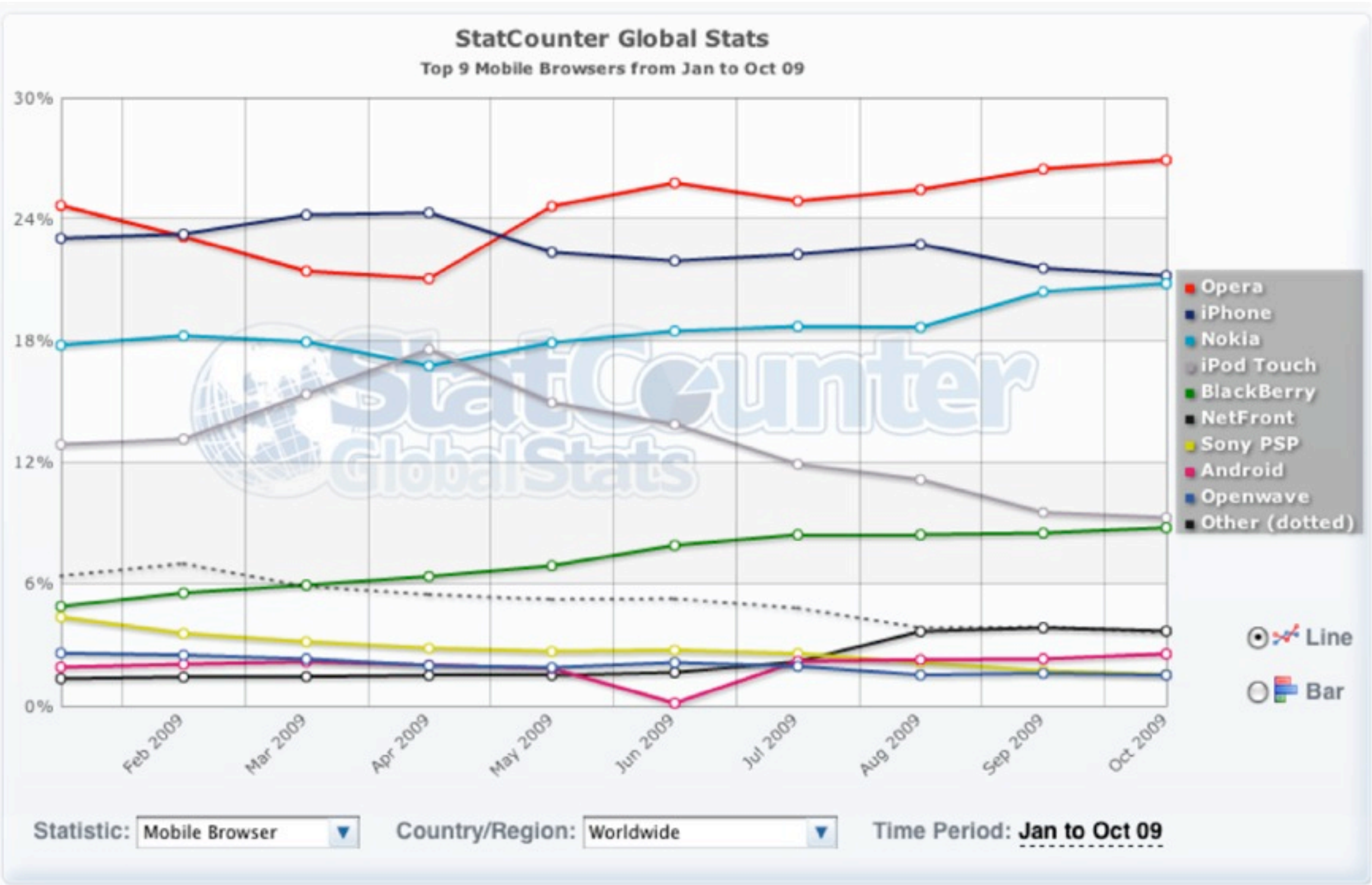


**Notes:**  
This graph illustrates the trend of top mobile OSs between December of 2008 through October 2010.

**URL:**  
1) <http://www.statcounter.com>



# GLOBAL BROWSER STATISTICS



**Notes:**  
This graph displays the top 9 mobile browsers from January to October of 2009

**URL:**  
1) <http://www.statcounter.com>



There are several mobile hardware platforms other than mobile phones & laptops to consider.

- 1) Amazon Kindle
- 2) Apple iPad
- 3) Barnes & Noble Nook
- 4) Google Android Tablets





**Background:**  
iOS devices (iPhones, iPads, iTouch & AppleTV 2) are rapidly gaining in popularity and as the standard to beat. One manufacturer for HW & SW equals a tighter and stronger User Experience.

**URL:**  
1) <http://www.apple.com/ipad>  
2) <http://developer.apple.com/library/mac/#documentation/UserExperience/Conceptual/AppleHIGuidelines/XHIGIntro/XHIGIntro.html>

- Pluses:**
- 1) Exclusive look and prominence on specific handsets
  - 2) Great handset UX and established user base
  - 3) Can build an offline version that can function even if the user is out of range
  - 4) Allows third-party apps to do certain functions in the background
  - 5) Create an easy way for all apps to save and enable fast app switching
  - 6) Uses WebKit browser

- Minuses:**
- 1) Application must be approved by Apple before any and every update - updates can take ~two weeks
  - 2) Limited to iOS pool
  - 3) Requires dedicated & seasoned development group

**Key Interaction/Takeaways:**  
Good design reference. Apple leads the marketplace with strong Human Interface Guidelines.

**Notes:**  
iOS is Apple's mobile operating system. Developed originally for the iPhone, it has since been shipped on the iPod Touch, iPad and Apple TV as well. Apple does not permit the OS to run on third-party hardware. As of October 20, 2010, Apple's App Store contains more than 300,000 iOS applications, which have collectively been downloaded more than 7.5 billion times, as per a keynote on October 20, 2010. As of May 2010, it had a 15.4% share of the smartphone operating system market in terms of units sold, third behind Symbian and RIM's Blackberry, but accounted for 59% of mobile web consumption (not including the iPad) in North America.

The user interface of iOS is based on the concept of direct manipulation, using multi-touch gestures. Interface control elements consist of sliders, switches, and buttons. The response to user input is immediate and provides a fluid interface. Interaction with the OS includes gestures such as swiping, tapping, pinching, and reverse pinching. Internal accelerometers are used by some applications to respond to shaking the device (one common result is the undo command) or rotating it in three dimensions (one common result is switching from portrait to landscape mode).

iOS is derived from Mac OS X, with which it shares the Darwin foundation, and is therefore a Unix-like operating system by nature. In iOS, there are four abstraction layers: the Core OS layer, the Core Services layer, the Media layer, and the Cocoa Touch layer. The operating system uses roughly 500 megabytes of the device's storage, varying for each model



# ANDROID TABLETS



**Background:**

Android Tablets (e.g Samsung Galaxy) are challenging the iPad by using smaller form factor, Android OS and Apple’s established design.

**URL:**

- 1) <http://www.android.com>
- 2) <http://galaxytab.samsungmobile.com>
- 3) [http://www.pcworld.com/article/204779/samsung\\_galaxy\\_tab\\_vs\\_the\\_ipad\\_compare\\_for\\_yourself.html](http://www.pcworld.com/article/204779/samsung_galaxy_tab_vs_the_ipad_compare_for_yourself.html)

**Pluses:**

- 1) Significantly less stringent approval process
- 2) Available on a larger set of handsets - not necessarily higher installed base
- 3) Public Perception of more handset choices equals more customizable experience
- 4) Android increasing in popularity, moving in on Apple’s iOS
- 5) Uses WebKit

**Minuses:**

- 1) Rapid proliferation in handset models from various manufacturers with differing hardware capabilities
- 2) Since all handsets are very different - difficult to develop applications that work on all Android-based phones
- 3) OS model is akin to Windows - Single OS must be built for all possible devices & customized
- 4) Requires dedicated & seasoned development group
- 5) Android does not use established Java standards, i.e. Java SE and ME. This prevents compatibility among Java applications written for those platforms and those for the Android platform
- 6) Android only reuses the Java syntax, but does not provide the full-class libraries and APIs bundled with Java SE or ME.

**Key Interaction/Takeaways:**

Apple does not think a tablet smaller than the iPad will deliver a good user experience. Samsung disagrees.

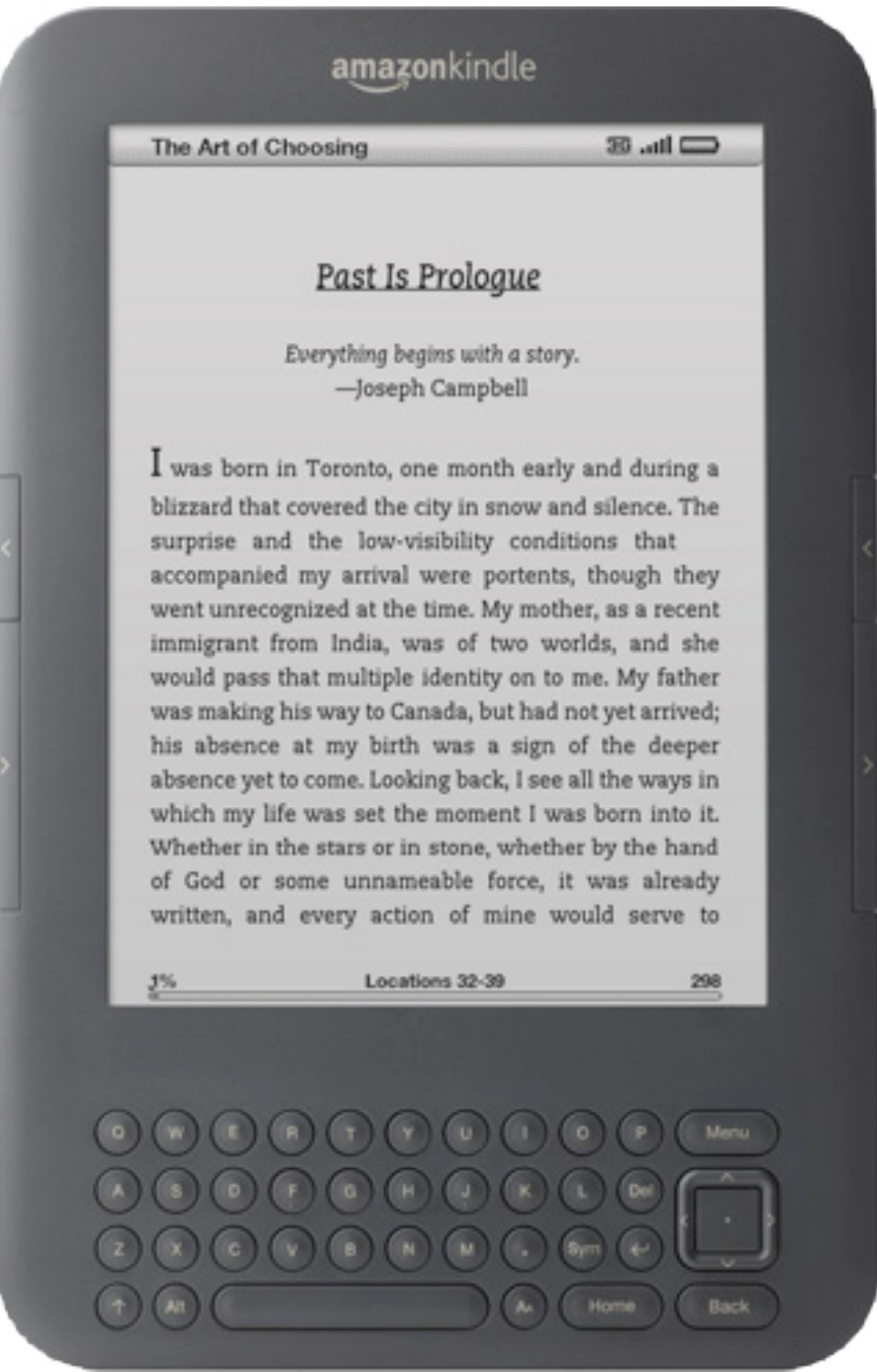
**Notes:**

Android is a mobile operating system initially developed by Android Inc., a firm purchased by Google in 2005. Android is based upon a modified version of the Linux kernel. Google and other members of the Open Handset Alliance collaborated to develop and release Android to the world. The Android Open Source Project (AOSP) is tasked with the maintenance and further development of Android. Unit sales for Android OS smartphones ranked first among all smartphone OS handsets sold in the U.S. in the second and third quarters of 2010, with a third quarter market share of 43.6%.

Android has a large community of developers writing application programs ("apps") that extend the functionality of the devices. There are currently over 100,000 apps available for Android. Android Market is the online app store run by Google, though apps can be downloaded from third party sites (except on AT&T, which disallows this). Developers write in the Java language, controlling the device via Google-developed Java libraries. The unveiling of the Android distribution on 5 November 2007 was announced with the founding of the Open Handset Alliance, a consortium of 78 hardware, software, and telecom companies devoted to advancing open standards for mobile devices. Google released most of the Android code under the Apache License, a free software and open source license.

The Android operating system software stack consists of Java applications running on a Java based object oriented application framework on top of Java core libraries running on a Dalvik virtual machine featuring JIT compilation. Libraries written in C include the surface manager, OpenCore media framework, SQLite relational database management system, OpenGL ES 2.0 3D graphics API, WebKit layout engine, SGL graphics engine, SSL, and Bionic libc. The Android operating system consists of 12 million lines of code including 3 million lines of XML, 2.8 million lines of C, 2.1 million lines of Java, and 1.75 million lines of C++.





**Background:**  
Amazon Kindle e-Book readers are being targeted as serious reading devices for serious readers.

**URL:**  
1) <http://www.amazon.com/kindle>  
2) <http://www.collegedegrees.com/blog/2008/06/17/hack-your-kindle-100-tips-resources-and-tutorials-to-get-more-out-of-the-amazon-kindle>

**Pluses:**  
1) Browser based on WebKit rendering engine  
2) Features text-to-speech menu navigation  
3) Low cost device  
4) User base is accustomed to paying for most content  
5) Kindle App deployed on many other devices

**Minuses:**  
1) Non Color Display  
2) WebKit browser is very experimental  
3) Genius UX on the device requires user to learn quirky OS and keyboard shortcuts

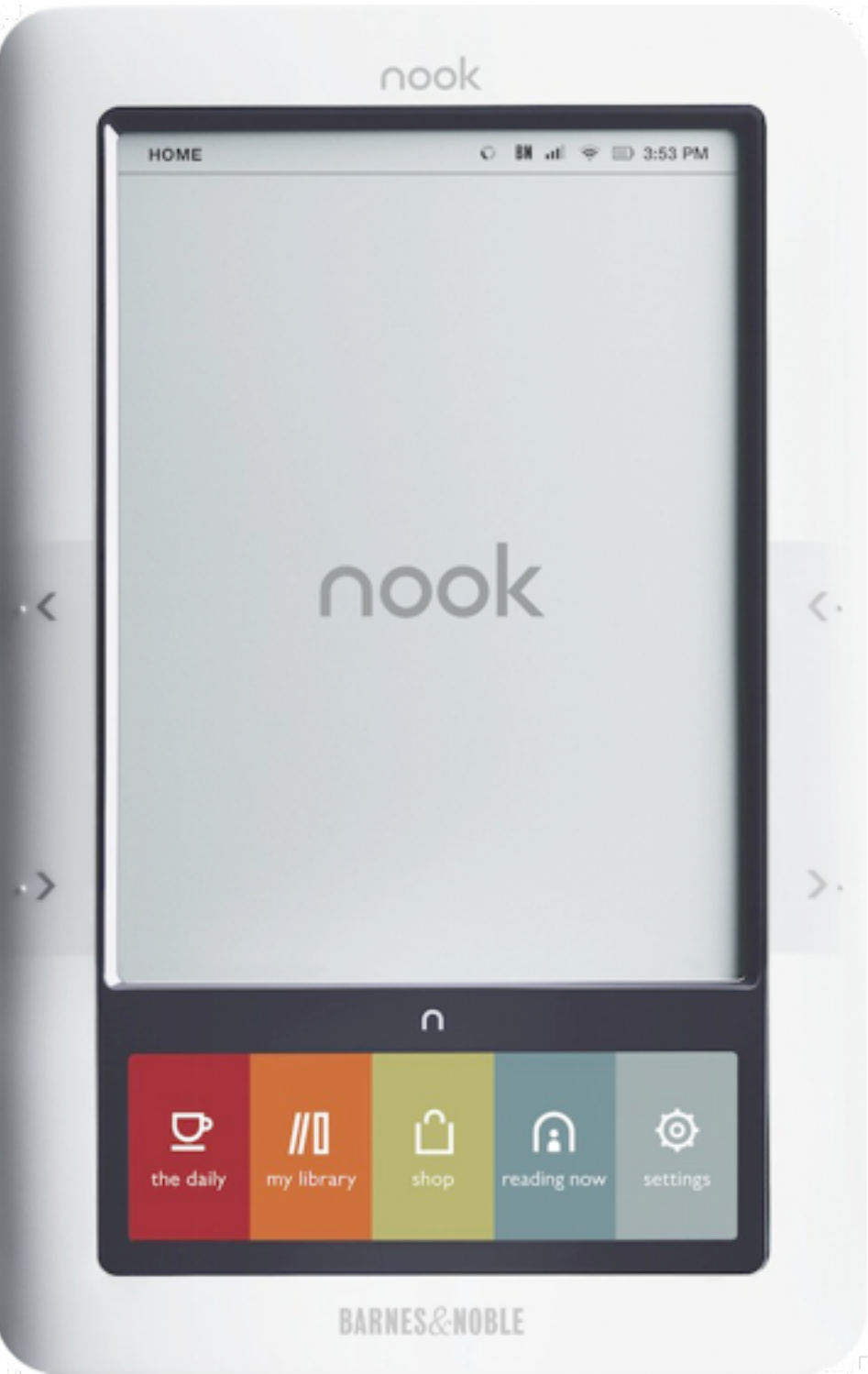
**Key Interaction/Takeaways:**  
The Kindle is a great reading device, and not much else, that’s the intent.

**Notes:**  
Amazon Kindle is an e-book reader. More precisely, it is a software, hardware and network platform developed by Amazon.com (subsidiary Lab126) for the rendering and displaying of e-books and other digital media. Several hardware devices support this platform, including a main "Kindle" line and a parallel "Kindle DX" line.

The most recent Kindle device is the third incarnation of the main line, officially named "Kindle", but usually referred to as "Kindle 3". Kindle 3 was released on August 27, 2010. User reports indicate that the new display on the Kindle 3 is noticeably superior to previous generations. The Kindle DX line features larger screens than the main Kindle line. It is marketed as more suitable for displaying newspaper and textbook content. Amazon has also introduced Kindle software for use on various devices and platforms, including Microsoft Windows, iOS, BlackBerry, Mac OS X (10.5 onwards) and Android. The Kindle hardware devices use an E Ink brand electronic paper display that features 16 shades of gray. This allows for a long battery life and easy readability. Content for the Kindle can be purchased online and downloaded wirelessly, using either standard Wi-Fi or Amazon's 3G "Whispernet" network. Whispernet is accessible without any monthly fee or wireless subscription, although fees can be incurred for the delivery of periodicals and other content when roaming internationally beyond the customer's home country. Through a service called "Whispersync", customers can synchronize reading progress, bookmarks and other information across Kindle hardware devices and other mobile devices.

The Kindle 3 Wi-Fi, is initially priced at US\$139 / GB£109, and connects to the Internet exclusively via public or private Wi-Fi networks. The Kindle 3 3G is priced at US\$189 / GB£149 and includes both 3G and Wi-Fi connectivity. The new Kindle with 3G is available in two colors: classic white and graphite. Both models use the new E ink "Pearl" display, which Amazon claims is 50% better in contrast - a claim that is backed up by early user reports. The third-generation Kindle is 0.5 inches shorter and 0.5 inches narrower than the Kindle 2. It supports additional fonts and international Unicode characters. Internal memory is expanded to 4 GB. The battery can allegedly last for up to one month of reading with the wireless radios turned off. On August 25, 2010, Amazon announced that the Kindle 3 was the fastest-selling Kindle ever.





**Background:**  
The nook is an electronic book reader produced by Barnes & Noble and runs on the Android platform.

**URL:**  
1) <http://www.barnesandnoble.com/nook>  
2) <http://www.nookhacks.com>

**Pluses:**  
1) Runs on Android  
2) Has a color touchscreen & larger e-Ink reading screen  
3) Low cost for device  
4) User base is accustomed to paying for most content  
5) Nook App deployed on many other devices  
6) LendMe Technology allows users to lend eBooks to friends who also use the Nook

**Minuses:**  
1) Android not as stable  
2) Non Color Display  
3) WebKit browser is very experimental  
4) Genius UX on the device requires user to learn quirky OS and keyboard shortcuts

**Key Interaction/Takeaways:**  
The Barnes & Noble Nook is attempting to provide a better UX than the Amazon Kindle but promoting in-store events and access to titles while in a physical B&N store.

**Notes:**  
The Barnes & Noble Nook (styled "nook") is a brand of electronic-book readers developed by American book retailer Barnes & Noble, based on the Android platform. The original device was announced in the United States on 20 October 2009, and was released 30 November 2009 for US\$259. The original Nook includes Wi-Fi and AT&T 3G wireless connectivity, a six-inch E Ink display, and a separate, smaller color touchscreen that serves as the primary input device. On June 21, 2010 Barnes & Noble reduced the Nook's price to US\$199 and announced the launch of a new Wi-Fi-only model for US\$149. On October 26, 2010 the Nook Color was announced for a November 19, 2010 ship date.









**Background:**  
HTML5 is the newest specification that most mobile browsers can render without many plug ins.

**URL:**  
1) <http://dev.w3.org/html5/spec/Overview.html>  
2) <http://www.apple.com/ipad/ready-for-ipad>  
3) <http://www.apple.com/webapps/whatarewebapps.html>  
4) <http://www.apple.com/html5>  
5) <http://developer.apple.com/safaridemos>  
6) <http://sixrevisions.com/web-development/html5-iphone-app>  
7) <http://touch.sproutcore.com/npr>

**Pluses:**  
1) OS & Hardware Platform independent  
2) Available on any device with an internet connection  
3) Updates can be deployed as soon as they are ready  
4) Mobile devices can employ alternate CSS

**Minuses:**  
1) Requires an internet connection to function  
2) Web Mobile design must be customized for specific browsers, OSes, handsets & form factors  
3) Must build application with Lowest Common Denominators in mind such as a degrading CSS

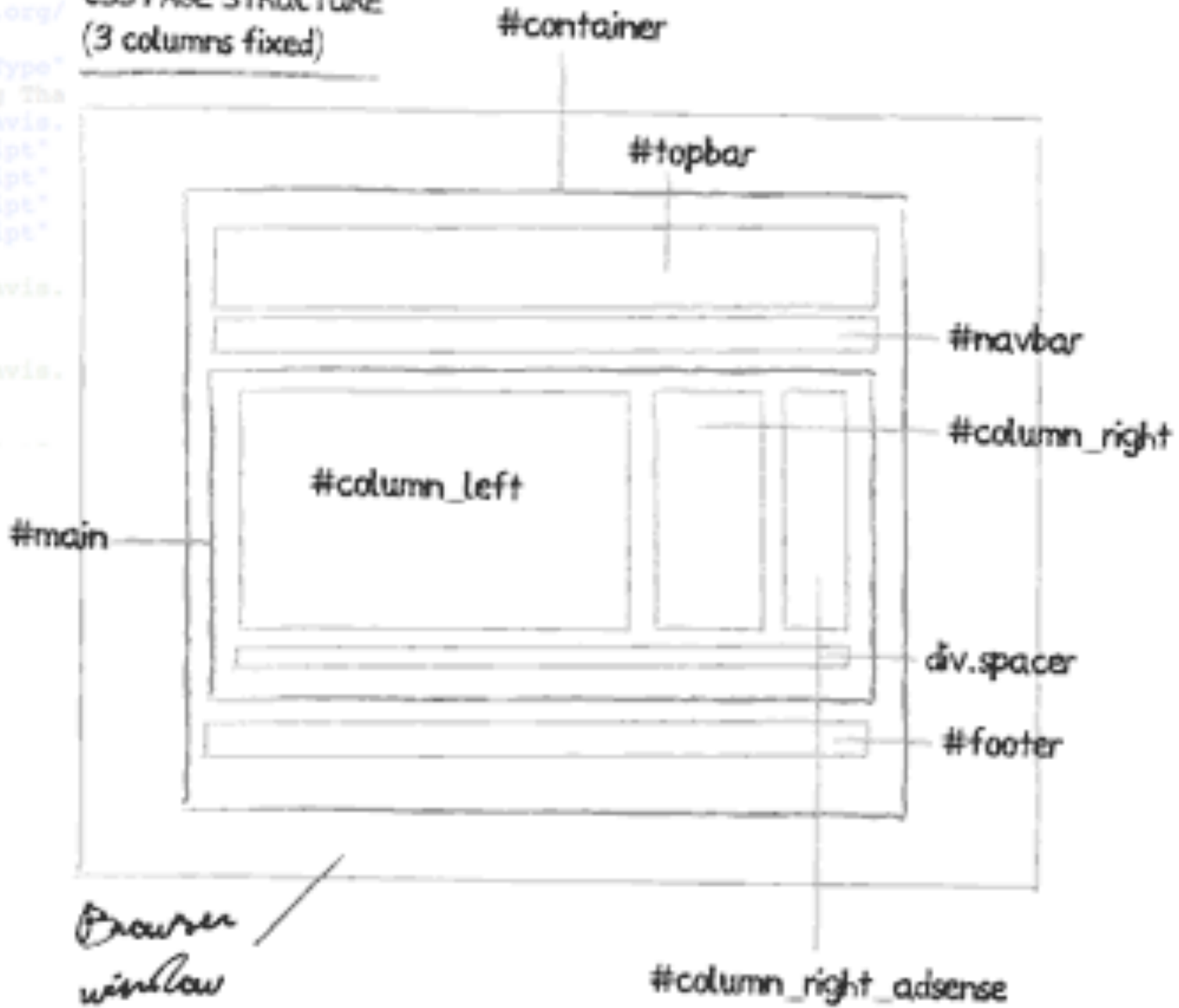
**Key Interaction/Takeaways:**  
Good design reference. Apple leads the marketplace with strong Human Interface Guidelines.

**Notes:**  
HTML5 is the next major revision of the HTML standard, currently under development. Like its immediate predecessors, HTML 4.01 and XHTML 1.1, HTML5 is a standard for structuring and presenting content on the World Wide Web. The new standard incorporates features like video playback and drag-and-drop that have been previously dependent on third-party browser plug-ins such as Adobe Flash and Microsoft Silverlight.



```
<!DOCTYPE html PUBLIC "-//W3C//  
<html xmlns="http://www.w3.org/  
<head>  
<meta http-equiv="Content-Type"  
<title>Tre Davis | Doing Tha  
<link href="http://trevordavis.  
<script type="text/javascript"  
<script type="text/javascript"  
<script type="text/javascript"  
<script type="text/javascript"  
<!--[if lt IE 7]>  
<link href="http://trevordavis.  
<!--[endif]>  
<!--[if 7]>  
<link href="http://trevordavis.  
<!--[endif]>  
<!--[if lt IE 7]> ..
```

CSS PAGE STRUCTURE  
(3 columns fixed)



**Background:**  
Cascading Style Sheets (CSS) is a style sheet language used to describe the presentation semantics (the look and formatting) of a document written in a markup language. Its most common application is to style web pages written in HTML and XHTML, but the language can also be applied to any kind of XML document, including SVG and XUL.

**URL:**  
1) <http://www.w3.org/Style/CSS>  
2) <http://www.w3schools.com/css>

**Key Interaction/Takeaways:**  
The beauty of CSS is that it can be programmed to degrade gracefully on many devices.

**Notes:**  
Indeed, CSS is designed primarily to enable the separation of document content (written in HTML or a similar markup language) from document presentation, including elements such as the layout, colors, and fonts. [citation needed] This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple pages to share formatting, and reduce complexity and repetition in the structural content (such as by allowing for table-less web design). CSS can also allow the same markup page to be presented in different styles for different rendering methods, such as on-screen, in print, by voice (when read out by a speech-based browser or screen reader) and on Braille-based, tactile devices. While the author of a document typically links that document to a CSS style sheet, readers can use a different style sheet, perhaps one on their own computer, to override the one the author has specified.

CSS specifies a priority scheme to determine which style rules apply if more than one rule matches against a particular element. In this so-called cascade, priorities or weights are calculated and assigned to rules, so that the results are predictable. The CSS specifications are maintained by the World Wide Web Consortium (W3C). Internet media type (MIME type) `text/css` is registered for use with CSS by RFC 2318 (March 1998). The popularity of CSS as a design tool has increased exponentially and is now regarded as the premier system for website design.





Background:

jQuery is a fast and concise JavaScript Library that simplifies HTML document traversing, event handling, animating, and Ajax interactions for rapid web development.

URL:

- 1) <http://www.jquery.com>
- 2) <http://www.jquerymobile.com>
- 3) <http://www.jquerymobile.com/gbs>

Key Interaction/Takeaways:

jQuery mobile framework takes the "write less, do more" mantra to the next level: Instead of writing unique apps for each mobile device or OS, the jQuery mobile framework will allow you to design a single highly branded and customized web application that will work on all popular smartphone and tablet platforms.

Notes:

jQuery is designed to change the way that you write JavaScript. jQuery is a cross-browser JavaScript library designed to simplify the client-side scripting of HTML. It was released in January 2006 at BarCamp NYC by John Resig. Used by over 31% of the 10,000 most visited websites, jQuery is the most popular JavaScript library in use today.

jQuery is free, open source software, dual-licensed under the MIT License and the GNU General Public License, Version 2. jQuery's syntax is designed to make it easier to navigate a document, select DOM elements, create animations, handle events, and develop Ajax applications. jQuery also provides capabilities for developers to create plugins on top of the JavaScript library. Using these facilities, developers are able to create abstractions for low-level interaction and animation, advanced effects and high-level, theme-able widgets. This contributes to the creation of powerful and dynamic web pages.

Microsoft and Nokia have announced plans to bundle jQuery on their platforms, Microsoft adopting it initially within Visual Studio for use within Microsoft's ASP.NET AJAX framework and ASP.NET MVC Framework while Nokia has integrated it into their Web Run-Time widget development platform. JQuery has also been used in MediaWiki since version 1.16.





Background:

jQTouch is an Open Source JQuery plugin with native animations, automatic navigation, and themes for mobile WebKit browsers like iPhone, G1 (Android (operating system)), and Pre. It enables programmers to develop mobile applications with a native look and feel for the target device using HTML, CSS, and JavaScript/jQuery.

URL:

- 1) <http://www.jqtouch.com>
- 2) <http://blog.jqtouch.com>
- 3) <http://code.google.com/p/jqtouch>
- 4) <http://www.jqtouch.com/preview/demos/main/#home>
- 5) <http://www.tuttoaster.com/create-an-iphone-optimised-website-using-jqtouch>
- 6) <http://www.packtpub.com/article/build-iphone-android-ipad-applications-jqtouch-jquery>

Key Interaction/Takeaways:

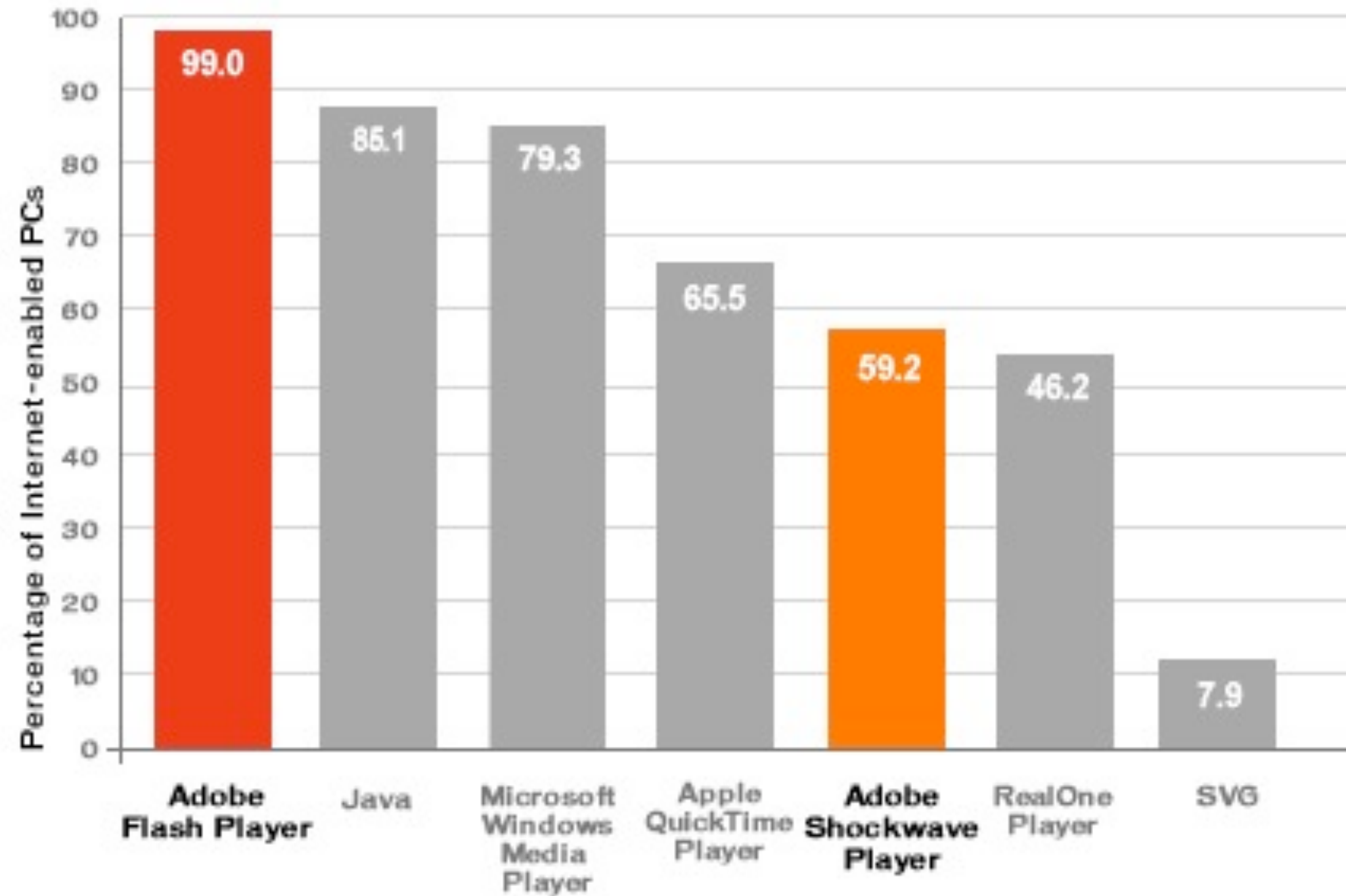
Using jQTouch, many native iPhone application controls can be replicated within a mobile HTML5 website.

Notes:

jQTouch tries to emulate mobile platforms, like the iPhone SDK, as much possible even enabling the use of the Webkit application offline. jQTouch is a jQuery plugin with native animations, automatic navigation, and themes for mobile WebKit browsers like iPhone, G1, and Pre. Easy to install. Get up and running in a few minutes. jQTouch features:

- 1) Entirely customizable with selector options
- 2) Theme support, including default Apple and jQTouch custom themes
- 3) Callback functions throughout, including swipe and orientation change detection
- 4) Page history management and CSS3 page transitions, including 3d flip
- 5) Easily allow apps to run in fullscreen mode with custom icons and startup screens
- 6) The power of jQuery to build AJAX applications





**Background:**  
Adobe Flash is a multimedia platform used to add animation, video, and interactivity to Web pages. It is not available on any Apple iOS devices.

**URL:**  
1) <http://www.adobe.com/flash>  
2) <http://www.apple.com/hotnews/thoughts-on-flash>

**Key Interaction/Takeaways:**  
Apple CEO Steve Jobs: “Sometimes when we get rid of things, people call us crazy....But sometimes you just have to pick the things that are going to be the right horse to ride forward....And Flash has had it’s day...but HTML5 is starting emerge....The video looks better and it works better and you don’t need a plug-in to run it. And while 75 percent of the video on the Web may be available in Flash, a lot of it is available in HTML5 as well.”

**Notes:**  
Flash is frequently used for advertisements and games. More recently, it has been positioned as a tool for "Rich Internet Applications" ("RIAs"). Flash manipulates vector and raster graphics to provide animation of text, drawings, and still images. It supports bidirectional streaming of audio and video, and it can capture user input via mouse, keyboard, microphone, and camera. Flash contains an Object-oriented language called ActionScript. Flash content may be displayed on various computer systems and devices, using Adobe Flash Player, which is available free of charge for common Web browsers, some mobile phones and a few other electronic devices (using Flash Lite).





## The WebKit Open Source Project

Home

Surfin' Safari Blog

Planet WebKit

Project Goals

Keeping in Touch

Trac

Contributors Meeting

Working with the Code

Installing Developer Tools

Getting the Code

Building WebKit

Running WebKit

Debugging WebKit

Contributing Code

Commit and Review Policy

Security Policy

Documentation

Wiki

Projects

Code Style Guidelines

Technical Articles

Web Inspector

Web Developer Resources

Demos

Testing

Regression Testing

Leak Hunting

Writing New Tests

Getting a Crash Log

Bugs

Reporting Bugs

Bug Report Guidelines

Bug Prioritization

Test Case Reduction

Bug Life Cycle

WebKit is open source software with portions licensed under the LGPL and BSD licenses. Complete license and copyright information can be found within the code.

Hosting provided by Mac OS Forge. Use of this site is subject to the Mac OS Forge Terms of Use.

### Welcome to the website for the WebKit Open Source Project!

WebKit is an open source web browser engine. WebKit is also the name of the Mac OS X system framework version of the engine that's used by Safari, Dashboard, Mail, and many other OS X applications. WebKit's HTML and JavaScript code began as a branch of the KHTML and KJS libraries from KDE. This website is also the home of S60's S60 WebKit development.

### Getting involved

There are many ways to get involved. You can:

- download the latest nightly build
- install developer tools and then check out and build the source code

Once you have either of these, you can help by:

- reporting bugs you find in the software
- providing reductions to bugs
- submitting patches for review

### More info

More information about WebKit can be found on its wiki. You can help here too, by adding information that can help others learn about WebKit. If you have more questions, contact us.

### Projects

There are many exciting (new) projects that you can contribute to:

- help us improve Website compatibility
- write documentation
- SVC
- MathML
- CSS
- DOM



Download

Nightly builds



Background:

WebKit is an open source layout engine designed to allow web browsers to render web pages.

URL:

- 1) <http://www.webkit.org>
- 2) <http://www.quirksmode.org/webkit.html>

**Key Interaction/Takeaways:** WebKit is widely used in many mobile devices, developing an mobile website optimized for WebKit browsers is recommended.

Notes:

WebKit is an open source web browser engine. WebKit is also the name of the Mac OS X system framework version of the engine that's used by Safari, Dashboard, Mail, and many other OS X applications. WebKit's HTML and JavaScript code began as a branch of the KHTML and KJS libraries from KDE. This website is also the home of S60's S60 WebKit development.

WebKit is a layout engine designed to allow web browsers to render web pages. The WebKit engine provides a set of classes to display web content in windows, and implements browser features such as following links when clicked by the user, managing a back-forward list, and managing a history of pages recently visited.

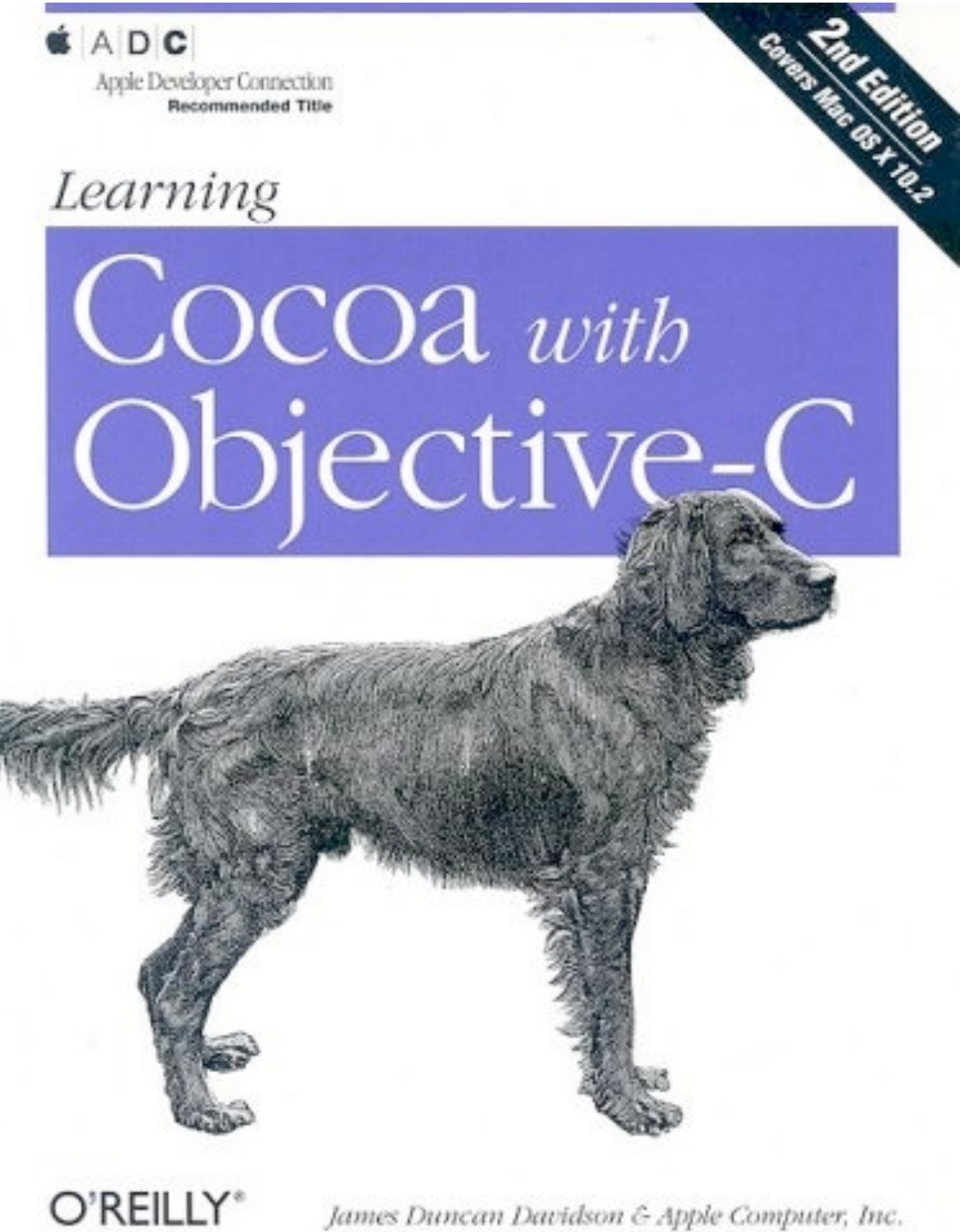
WebKit was originally created as a fork of KHTML as the layout engine for Apple's Safari; it is portable to many other computing platforms. Mac OS X and Windows are supported by the project. WebKit's WebCore and JavaScriptCore components are available under the GNU Lesser General Public License, and the rest of WebKit is available under a BSD-style license.

36

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL





**Background:**  
Objective-C is a reflective, object-oriented programming language that is used primarily on Apple's Mac OS X and iOS: two environments based on the OpenStep standard, though not compliant with it.

**URL:**  
1) <http://developer.apple.com/library/mac/#documentation/Cocoa/Conceptual/ObjectiveC/Introduction/introObjectiveC.html>  
2) <http://www.otierney.net/objective-c.html>

**Key Interaction/Takeaways:**  
Objective-C is an excellent programming language yet can be complex and difficult to learn quickly.

**Notes:**  
Objective-C, which adds Smalltalk-style messaging to the C programming language, is the primary language used for Apple's Cocoa API, and it was originally the main language on NeXT's NeXTSTEP OS. Generic Objective-C programs that do not utilize these libraries can also be compiled for any system supported by gcc or Clang.

Objective-C is a thin layer on top of C, and moreover is a strict superset of C; it is possible to compile any C program with an Objective-C compiler, and to freely include C code within an Objective-C class. Objective-C derives its object syntax from Smalltalk. All of the syntax for non-object-oriented operations (including primitive variables, preprocessing, expressions, function declarations, and function calls) are identical to that of C, while the syntax for object-oriented features is an implementation of Smalltalk-style messaging.

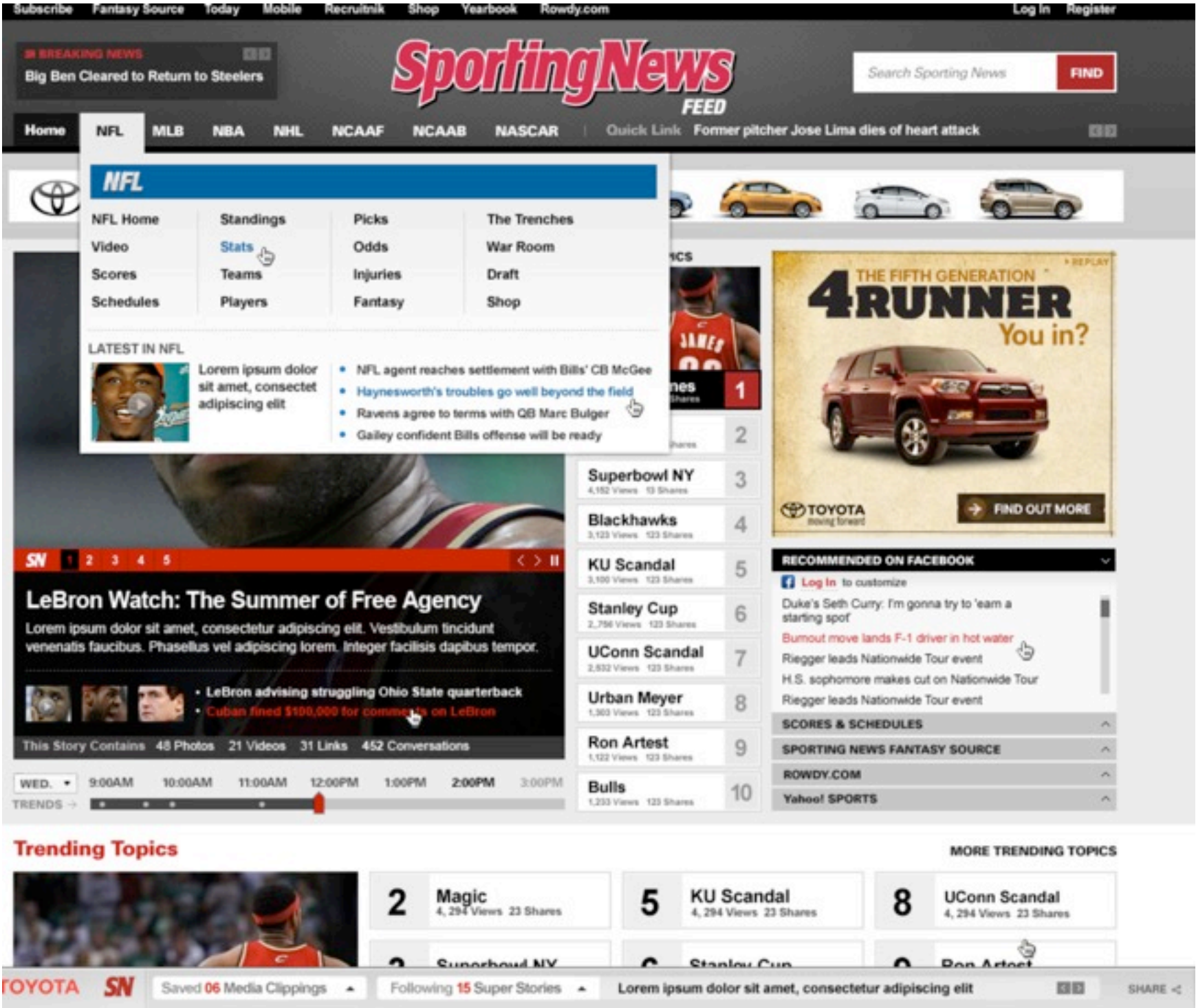






**Notes:**  
The newly redesigned SportingNews.com website features streamlined access to seven areas of content: NFL, MLB, NBA, NHL, NCAAF, NCAAB and NASCAR. The expanded drop down menus not only feature second level navigation, specific news and articles are given prominence. Additionally, Super stories are given focus. The SN bar stays anchored to the bottom of the screen.

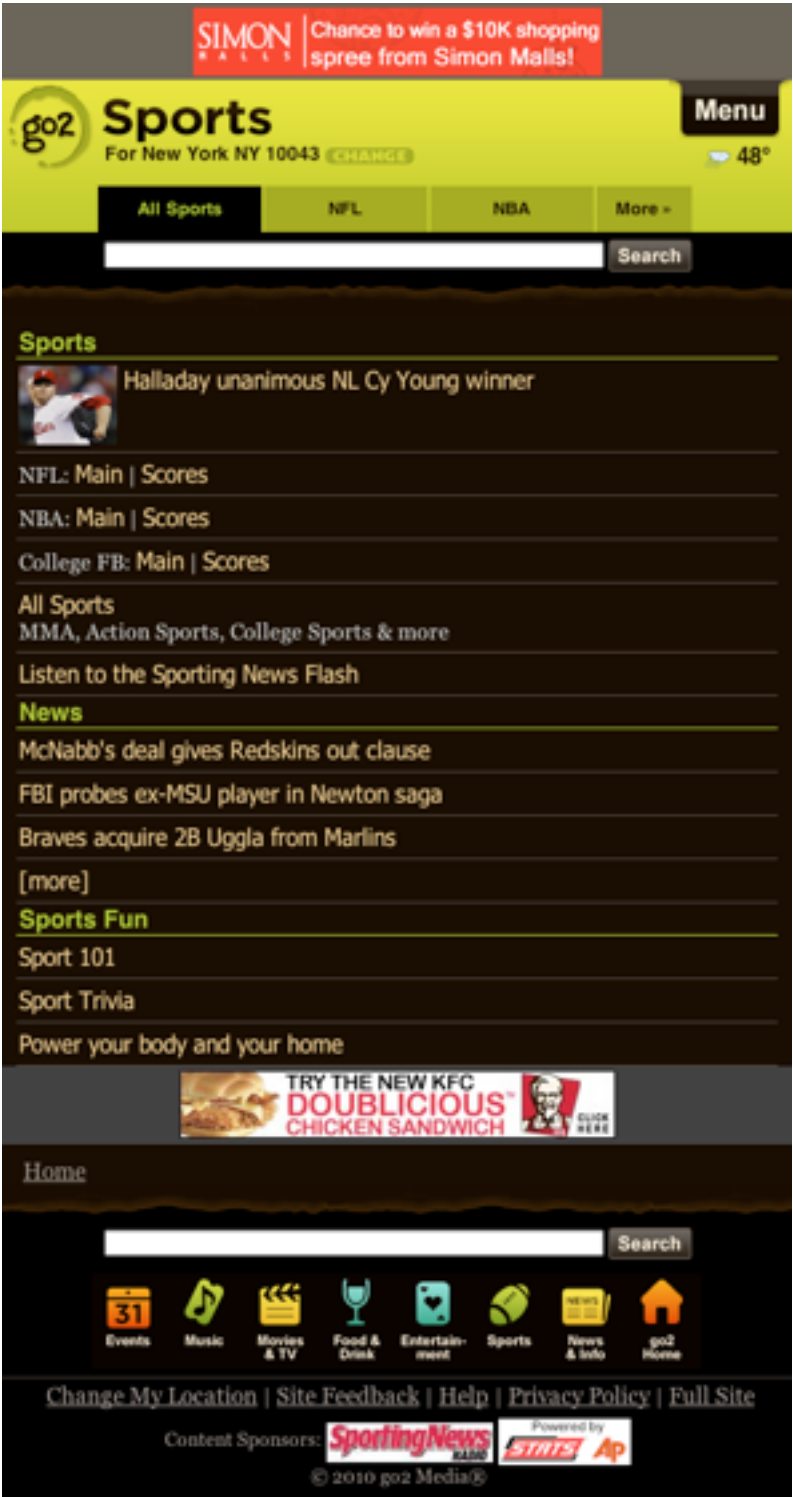
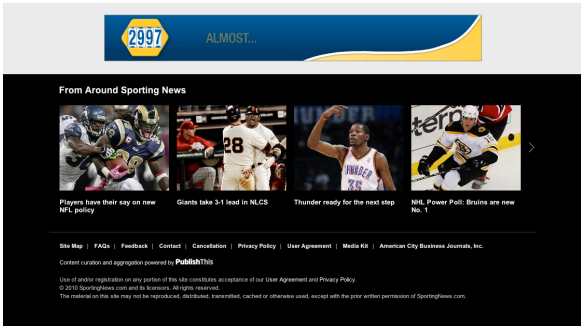
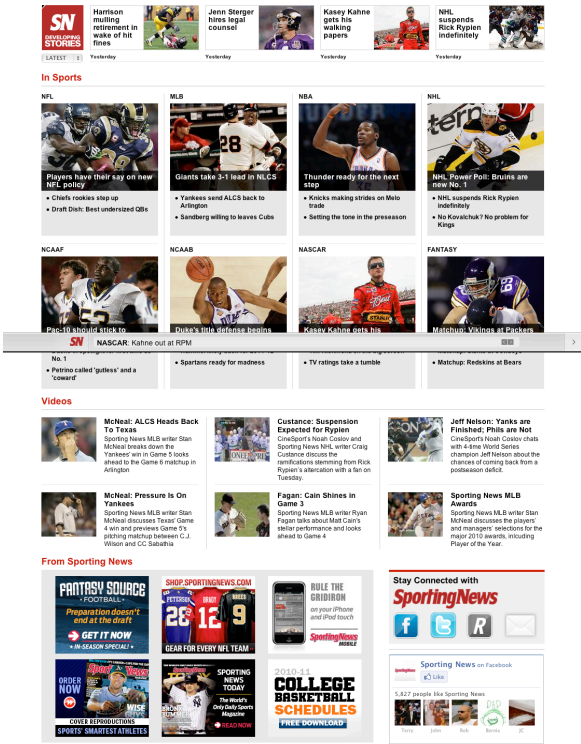
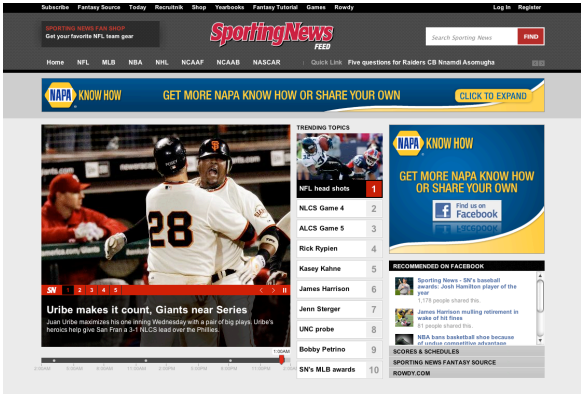
**URL:**  
1) <http://www.sportingnews.com>





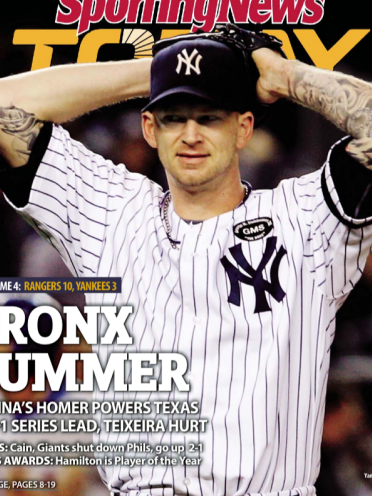
**Notes:**  
When a user points their mobile browser to m.sportingnews.com, they are taken to GO2Sports, Sporting News' current mobile website partner.

**URL:**  
1) <http://m.sportingnews.com>





41



**THE WORLD'S ONLY DAILY SPORTS MAGAZINE**

***SportingNews***

**ALCS GAME 4: RANGERS VS. YANKEES 3**

**BRONX BUMMER**

**MOLINA'S HOMER POWERS TEXAS TO 3-1 SERIES LEAD, TEIXEIRA HURT**

- NLCS: Cain, Giants shut down Phils, go up 2-1
- SN'S AWARD: Hamilton is Player of the Year

COVERAGE, PAGES 8-19

**WEDNESDAY, OCTOBER 20, 2010**

Yankees Game 4 starter  
A.J. Burnett

©2010 SPG, INC.

\_\_\_\_\_

The Sporting News Today iPad app was created by Zinio and is updated everyday. Unfortunately, one must manually open the SportingNews app on the iPad each day and download the issue, which can range in size of 10MB. For Wi-Fi only iPads, this can be tricky.

1) <http://itunes.apple.com/us/app/sporting-news-today/id386990523>

**OMNIGON COMMUNICATIONS, LLC**



# SPORTING NEWS BASEBALL (iOS)

Store Mac iPod iPhone iPad iTunes Support Search

iTunes Preview

What's New What is iTunes What's on iTunes iTunes Charts How To

Sporting News Baseball By The Zumobi Network

[View More By This Developer](#)

Open iTunes to buy and download apps.

[View In iTunes](#)

Free

Category: Sports

Updated: Apr 19, 2010

Current Version: 1.2.1

1.2.1

1.1 MB

Language: English

Seller: Zumobi Inc.

© 2010 Zumobi, Inc.

Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad.  
Requires iOS 3.0 or later

Customer Ratings

Current Version:

★★★★ 359 Ratings

All Versions:

★★★★ 3566 Ratings

More iPhone Apps by The Zumobi Network

msnbc.com

[View In iTunes](#)

Inside Xbox 360

[View In iTunes](#)

Today Show

[View In iTunes](#)

Sporting News Pro Football

[View In iTunes](#)

Pro Basketball (NBA news,

scores, and stats)

[View In iTunes](#)

Description

Sporting News Baseball for your iPhone/iPod touch delivers all the latest on your teams from the first pitch to the final out. Find scores, stats, game recaps and schedules as well as the ability to customize the app to your favorite team.

[The Zumobi Network Web Site](#) • [Sporting News Baseball Support](#)

[...More](#)

What's New in Version 1.2.1

- fixed a crashing bug when viewing scores for certain played games, games in progress, and future games.

- fixed an iPad compatibility problem.

iPhone Screenshots

Customer Reviews

Updates??????

by BMax15

Nice app. But the updates for scores and standings take WAY to long.

Good update fix \*\*\*\*\*

by 56cedar

Works much better now. Still preferred '09 version, but it's still free and I use it almost daily.

We'll See \*\*\*\*\*

by AIKID07

Seems to be working again, we'll see for how long.

Customers Also Bought

At Bat 2010 for ...

Sports

[View In iTunes](#)

Baseball Game!

Sports

[View In iTunes](#)

Western Pennsy!

Sports

[View In iTunes](#)

Skateboard Trick...


Sports

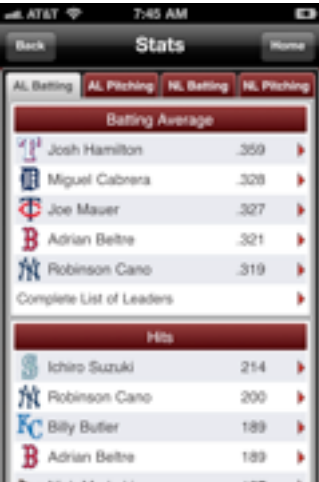
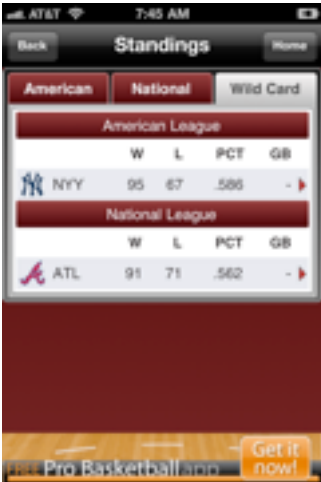
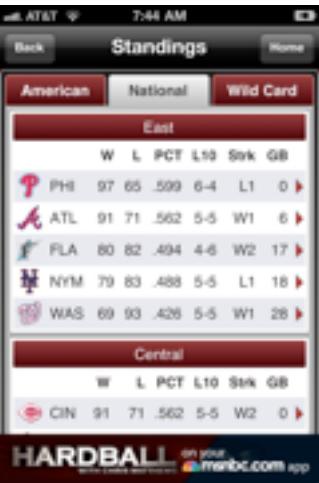
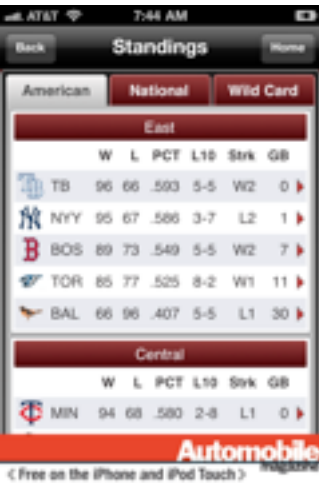
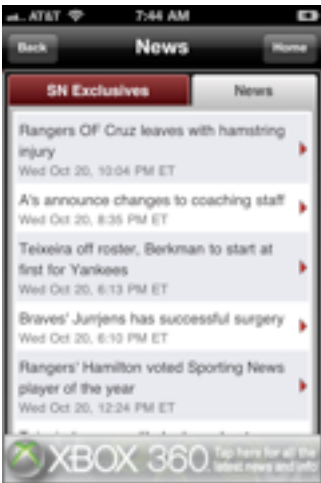
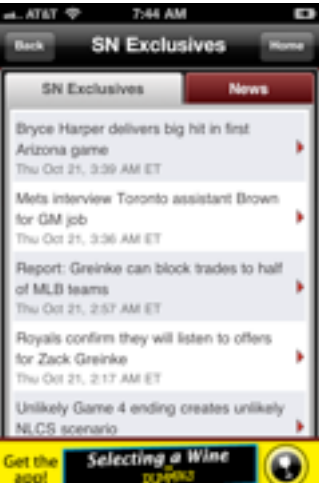
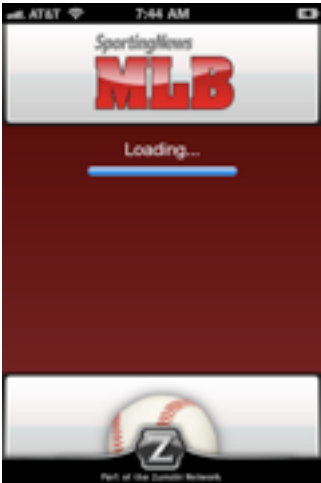
[View In iTunes](#)

Athletics Weekly

Sports

[View In iTunes](#)

 iTunes			
<b>iTunes</b> <a href="#">Download iTunes 10</a> <a href="#">What's in iTunes?</a> <a href="#">What's on iTunes</a> <a href="#">iTunes Charts</a> <a href="#">A-Z Features</a> <a href="#">How Tos</a>	<b>More iTunes</b> <a href="#">Digital Music Basics</a> <a href="#">iTunes Ping</a> <a href="#">Airplay</a> <a href="#">iTunes Gifts</a> <a href="#">iPod + iTunes Support</a> <a href="#">Accessibility</a>	<b>Partner with iTunes</b> <a href="#">Overview</a> <a href="#">Content Providers</a> <a href="#">Companies and Organizations</a> <a href="#">iTunes LP and iTunes Extras</a>	<b>iTunes Store</b> <a href="#">Browse iTunes Store</a> <a href="#">Browse App Store</a> <a href="#">Buy Music Now</a> <a href="#">Buy iTunes Gift Cards</a> <a href="#">Redeem iTunes Gift Cards</a> <a href="#">iTunes Corporate Sales</a> <a href="#">App Store Volume Purchase</a> <a href="#">Free Single of the Week</a> <a href="#">New On iTunes</a> <a href="#">Complete My Album</a> <a href="#">iTunes Plus</a> <a href="#">Music Requests</a>



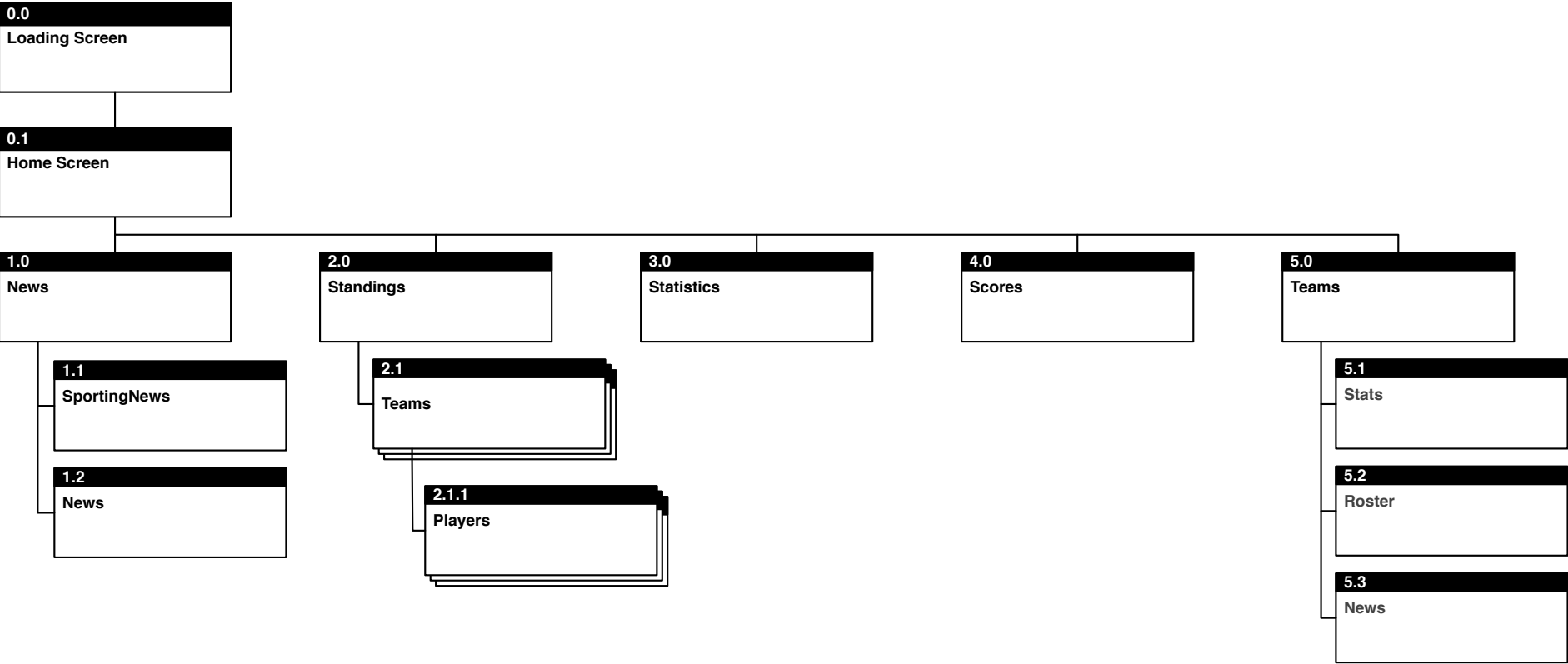
### Notes:

Zumobi has created four iOS applications for SportingNews covering MLB, NFL, NCAA Football and Nascar. The SN Baseball app is a free download, built and maintained by Zumobi. These apps are currently going through a redesign and should be updated soon.

**URL:**

1) <http://itunes.apple.com/us/app/sporting-news-baseball/id309813391>





**Notes:**  
After reviewing the usability and documenting the Sitemap for the Zumobi Sporting News Pro Baseball app, we see that while the content is not deep, the probability to get lost within the experience is high.

**URL:**  
1) <http://itunes.apple.com/us/app/sporting-news-baseball/id309813391>







AT&T 7:47 AM

Back Twitter

All Tweets

Excited to have President Obama at the University of Washington tomorrow! via Steve Sarkisian - SN Insider College Football - Oct 21

Previous Next Done

AI Golden

Allstate Sugar Bowl

AP\_Top25

Coach Bill Stewart

Coach Pinkel

1) <http://itunes.apple.com/us/app/sporting-news-ncaa-football/id389377270>



Store

Mac

iPod

iPhone

iPad

ITunes

Support

Search

iTunes Preview

What's New

What is iTunes

What's on iTunes

iTunes Charts

How To

Sporting News NASCAR

By The Zumobi Network

View More By This Developer

Open iTunes to buy and download apps.

Sporting News NASCAR

Free

Category: Sports

Updated Feb 15, 2010

Current Version: 1.0.1

1.0.1

1.3 MB

Language: English

Seller: Zumobi Inc.

© 2010 Zumobi, Inc.

Rated 4+

Requirements:Compatible with iPhone, iPod touch, and iPad. Requires iOS 2.2.1 or later

Customer Ratings

Current Version:★★★★ 326 Ratings

All Versions:★★★★ 369 Ratings

More iPhone Apps by The Zumobi Network

msnbc.com

View In iTunes ▶

Inside Xbox 360

View In iTunes ▶

TODAY

Today Show

View In iTunes ▶

Sporting News NFL

Sporting News Pro Football

View In iTunes ▶

Pro Basketball (NBA news, scores, and stats)

View In iTunes ▶

Description

From the drop of the first green flag in February to the final checkered one in November, keep up to date with everything on your favorite racing circuit with the Sporting News NASCAR application for iPhone and iPod touch.

The Zumobi Network Web Site

Sporting News NASCAR Support

...More

What's New in Version 1.0.1

numerous minor bug fixes and improvements

iPhone Screenshots

Sporting News NASCAR

All News

Two Up-And-Coming U.S. Drivers Race In ASA Event In...

Wednesday, January 27, 2010

Latest Daily News

Daily podcast from Rowdy.com: January 27

Wednesday, January 27, 2010

Nation Wide Series

Daily podcast from Rowdy.com: January 27

Wednesday, January 27, 2010

Chase News

NASCAR Number: 18

Wednesday, January 27, 2010

Sprint Cup Series

NASCAR Number: 18

Wednesday, January 27, 2010

Blogs

On this day ... January 27

Wednesday, January 27, 2010

On this day ... January 27

Wednesday, January 27, 2010

Back

Blogs

Sporting News Sprint Cup Power Poll After Daytona

Tuesday, February 16, 2010

Kevin Harvick

leading the way, not Daytona 500 winner Jamie McMurray who is

Download the app for free

Customer Reviews

Fast and full of info ★★★★★ by caitlinbreanne

Easy to read and all the news updates help me impress my brother, the NASCAR junkie.

Best Nascar App ★★★★★ by Everclearj09

This is a great app! would recommend it to any NASCAR junkie.

Not active ★ by Hot316

What is up with this app?are they ever gonna update again?

Customers Also Bought

Baseball Gamepl...

Sports

View In iTunes ▶

Skateboard Trick...

Sports

View In iTunes ▶

Western Pennysl...

Sports

View In iTunes ▶

At Bat 2010 for L...

Sports

View In iTunes ▶

Tommy Hilfiger Lifestyle

View In iTunes ▶

iTunes

iTunes

Download iTunes 10

What is iTunes?

What's on iTunes

iTunes Charts

A-Z Features

How To

More iTunes

Digital Music Basics

iTunes Ping

Airplay

iTunes Gifts

iPod + iTunes Support

Accessibility

Partner with iTunes

Overview

Content Providers

Companies and Organizations

iTunes LP and iTunes Extras

iTunes Store

Browse iTunes Store

Browse App Store

Buy Music Now

Buy iTunes Gift Cards

Redeem iTunes Gift Cards

iTunes Corporate Sales

App Store Volume Purchase

Free Single of the Week

New On iTunes

Complete My Album

iTunes Plus

Music Requests

Shop the Apple Online Store (1-800-MY-APPLE), visit an Apple Retail Store, or find a reseller.

Apple Info

Site Map

Hot News

RSS Feeds

Contact Us

Copyright © 2010 Apple Inc. All rights reserved.

Terms of Use

Privacy Policy

**Notes:**  
Zumobi has created four iOS applications for SportingNews covering MLB, NFL, NCAA Football and Nascar. The Sporting News NASCAR app is very simple and flat in it's organization and page hierarchy. This free application primarily pulls in a lot of articles and blog feeds.

**URL:**  
1) <http://itunes.apple.com/us/app/sporting-news-nascar/id352850589>

46

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL

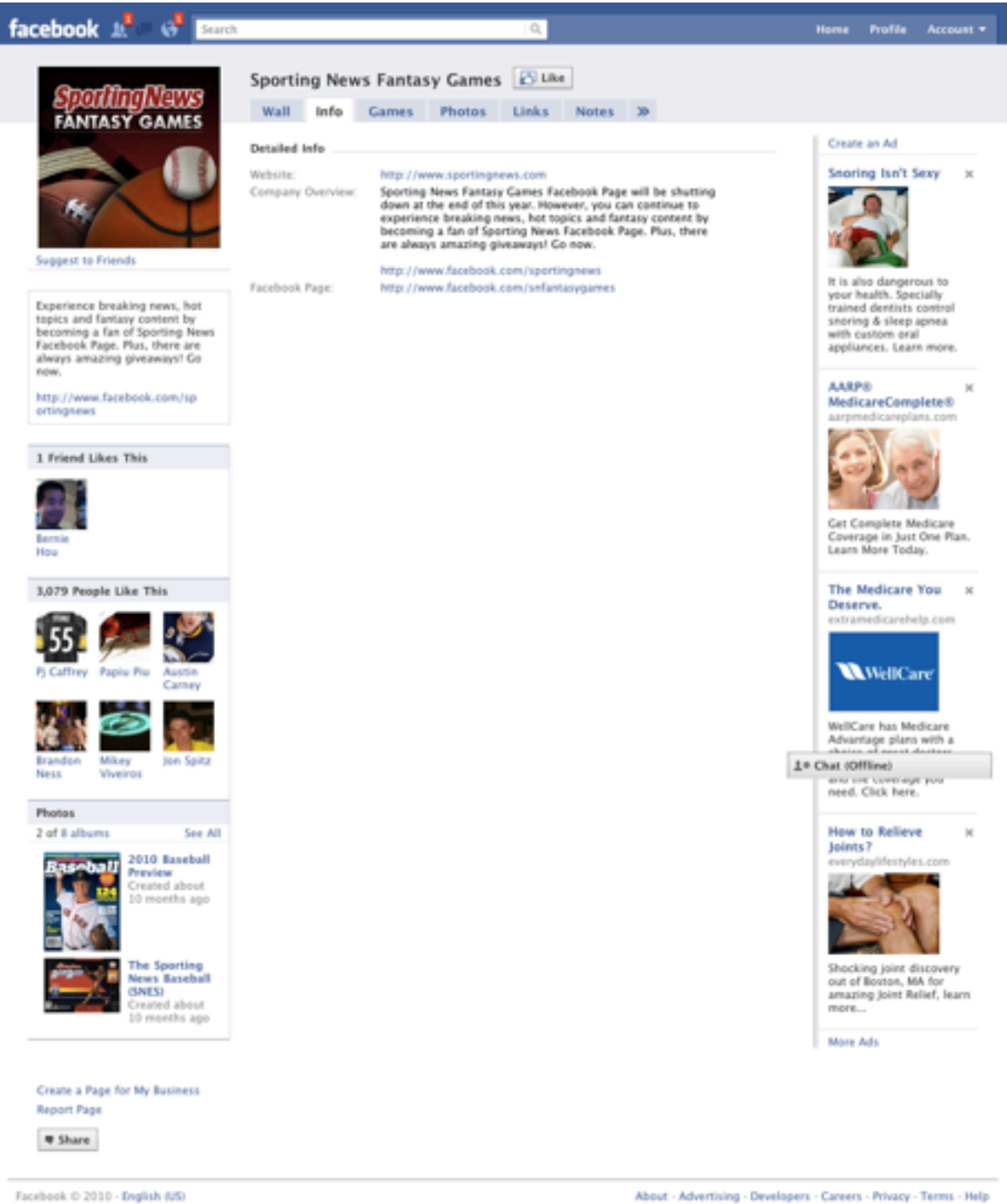


Notes:

Sporting News’ presence on Facebook as a Fan page offers links to content and interaction with fans. This presence on Facebook and relationship with fans has been a huge key to success for Sporting News. Sporting News Fantasy Games’ Fan page simply lists links to the main website with a brief explanation of the change in service.

URL:

- 1) <http://www.facebook.com/sportingnews>
- 2) <http://www.facebook.com/snfantasygames>





**Notes:**  
The Sporting News & Sporting New Radio Organization Pages provide information about the publication, radio shows, website and history.

**URL:**  
1) <http://www.facebook.com/pages/Sporting-News/104068362964496>  
2) <http://www.facebook.com/pages/Sporting-News-Radio/109413985751757>

facebook

Search

Home Profile Account

Profile

Related Posts

Wikipedia

Questions

16 people like this

Suggest to Friends

Create a Page

Report Page

Is this your Page?

Share

Sporting News

Like

Organization

Description

From Wikipedia, the free encyclopedia

Sporting News (previously *The Sporting News*, and known colloquially as TSN) is an American-based sports magazine. It was established in 1888, and it became the dominant American publication covering baseball — so much so that it acquired the nickname "The Bible of Baseball". Along with its affiliated radio network, *Sporting News Radio*, it is currently owned by Charlotte, North Carolina-based *American City Business Journals*, a subsidiary of *Advance Publications*.

SN currently covers seven main sports — Major League Baseball (MLB), the National Basketball Association (NBA), the National Football League (NFL), the National Hockey League (NHL), NASCAR, and NCAA men's basketball and football — with occasional coverage of other sports.

Following 122 years of existence as a weekly publication, the magazine switched to a bi-weekly publishing schedule in 2008. Earlier that year, it launched a daily online newspaper, *Sporting News Today*.

Questions

Share: Question Poll

Related Global Posts

Mike Stecher

Faulk, Martin, Bettis, Deion on Pro Football Hall of Fame list - **Sporting News**

monopinion.com

StecherDoes NEME - 'Harry Potter' leads holiday weekend with \$50.3M (AP) 11/28/2010 — See More going live

2 hours ago

Harry Yegrem Jr. via Damon/Yegrem Sports Site

NFL Football Live Scoreboard - **Sporting News**

www.sportingnews.com

By registering with **Sporting News** you'll get a personalized experience with access to key **Sporting News** features.

6 hours ago

Harry Yegrem Jr. via The BIG 3600

Sporting News Radio Sports Talk

www.sportingnewsradio.com

Sports Talk Radio covering all sports related news for MLB, NBA, NHL, NFL, Golf, Racing, NCAA Football, NCAA Basketball and Fantasy Sports

6 hours ago

On Jr NFL Draft

Posted new dish on website (gmjrnfldraft.com) and do not forget to check out weekly webcam on **Sporting News's** website (Under NFL or NCAAFL).

7 hours ago

Russell Lande

Posted new dish on website (gmjrnfldraft.com) and do not forget to check out weekly webcam on **Sporting News's** website (Under NFL or NCAAFL).

7 hours ago

Beth Ann Kozlatsky-Krueger likes this.

Source

Description above from the Wikipedia article *Sporting News*, licensed under CC-BY-SA. Full list of contributors here. Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.

Suggest to Friends

Create a Page

Report Page

Is this your Page?

Sponsored

Create an Ad

AARP's MedicareComplete®

Get Complete Medicare Coverage in Just One Plan. Learn More Today.

AARP's Medicare Supplement

Insurance Plans Insured by UnitedHealthcare Insurance Company. Request a free information kit today!

The Medicare You Deserve.

WellCare has Medicare Advantage plans with a choice of great doctors, affordable monthly costs, and the coverage you need. Click here.

Research Diabetes Pill

See if you qualify for a clinical research study of an investigational pill for type 2 diabetes. Reimbursement may be available.

Chat (Offline)

Facebook © 2010 - English (US)

About · Advertising · Developers · Careers · Privacy · Terms · Help

facebook

Search

Home Profile Account

one-on-one SPORTS

Profile

Related Posts

Wikipedia

Questions

116 people like this

Suggest to Friends

Create a Page

Report Page

Is this your Page?

Share

Sporting News Radio

Like

Organization

Description

From Wikipedia, the free encyclopedia

*Sporting News Radio* is a United States sports radio network that broadcasts sports news, talk, scores, and highlights 24 hours a day, 7 days a week.

*Sporting News Radio* can be found on AM & FM radio stations across the country and  *Sirius XM Sports Radio*. The network also streams live on its website.

*Sporting News Radio's* network operations center is located in Houston, Texas. The operations are in the same facility as the network's Houston affiliate, Houston sports radio station KUDR (1340 AM).

**The early days**  
One on One Sports was founded in 1991 and delivered innovative closed-circuit broadcasts to operators attending premier sporting events such as golf tournaments and auto races, utilizing custom radio receivers, coupled play-by-play commentary with special programming for the listeners on-site.

In 1991, One on One bought the Sports Entertainment Network.

**SEN**  
Originally, the network was called the Sports Entertainment Network and was headquartered in Las Vegas, Nevada. Founded in 1991, it was the third all-sports radio network in the United States. *Sporting News Sports* network existed briefly in the late '70s and early 1980s, while a small, national network called *RTN Sports* operated out of Moultrie, Massachusetts (on Cape Cod) in 1987 and 1988 on 17 stations across the U.S. RTN's owner, Tom Star, abruptly shut it down and abandoned with the assets and paychecks suddenly in the summer of 1988 without a word to the staff and talent.

Questions

Share: Question Poll

Related Global Posts

Harry Yegrem Jr. via The BIG 3600

Sporting News Radio Sports Talk

www.sportingnewsradio.com

Sports Talk Radio covering all sports related news for MLB, NBA, NHL, NFL, Golf, Racing, NCAA Football, NCAA Basketball and Fantasy Sports

6 hours ago

Scott Jackson

Tune in tonight from 7-11pm on 1 hour Hot 98.8 Post Game on **Sporting News Radio**. We will roll through all the action in CFB this weekend and peak ahead to tomorrow's NFL action. Join the conversation at 800-777-2967

Yesterday at 6:14pm

Philip Antonio Suarez, Chris Morris and Andrew Rojas like this.

David Wallace

Big game today in War Memorial. Tune in for my reports on Fox Sports Radio and **Sporting News Radio** stations around the country, or on their respective websites.

Yesterday at 1:09pm

Mike Stephens, Dave Altman, Keith Morley and 2 others like this.

Mike Austin

WRY COOL!! ATTA BOY Dave!!

Yesterday at 2:42pm

Sonny Clark

My show, "**Sporting News Radio** & The Couch & Casino Lunch Hour" on "The Couch Potato" is going 12:20-2:00 on Big360Radio. See the details and set a reminder at <http://t.me.com/11147900>. RSVP to my facebook event

Yesterday at 12:30pm via Big360Radio

Lo Phi

THANK YOU SPORTING NEWS RADIO to TALK MASTER.... Got a call from a distributor and promotion company out of ATL that has been in Hip Hop since the days of RUN DMC. They want to put me on. Loving it.

Yesterday at 1:17pm

David Davis, Ross Walker, Shane Sharkey Cook and 9 others like this.

View all 13 comments

Travel Pito

<http://thead.scip/76>

11 hours ago

Lo Phi

man, that was it huh? ohh.

11 hours ago

Source

Description above from the Wikipedia article *Sporting News Radio*, licensed under CC-BY-SA. Full list of contributors here. Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.

Suggest to Friends

Create a Page

Report Page

Is this your Page?

Facebook © 2010 - English (US)

About · Advertising · Developers · Careers · Privacy · Terms · Help

48

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL





**Notes:**  
SportingNews.com does not have a comprehensive page that lists all mobile offerings. Many websites feature mobile pages, which gives users a quick snapshot to all applications on all devices.

**URL:**  
1) <http://www.twitter.com/#!/sportingnews>



Notes:  
Sporting News has moved their community

URL:  
1) <http://www.rowdy.com>





Notes:

SportingNews.com does not have a comprehensive page that lists all mobile offerings. Many websites feature mobile pages, which gives users a quick snapshot to all applications on all devices.

URL:

1) <http://www.sportingnews.com/mobile>



Page Not Found

Sorry, the page you were looking for could not be found on Sporting News.

Sports

- NFL
- MLB
- NBA
- NHL
- College Football
- College Basketball
- NASCAR

Site Features

- Rumors
- Newsletters
- RSS

Fantasy

- Fantasy Home
- Fantasy Source Football
- Pro Football War Room
- Fantasy Source Baseball
- Strat-O-Matic

Sporting News Products

- Magazine
- Yearbooks
- Today
- Mobile
- Fan Shop

Special

- Sports History
- Almanac

Community

- Student Blogs
- Campus Watch
- Member SportingBlogs
- Your Tum Showcase
- Message Boards
- Site Feedback
- Facebook Group

Customer Services

- Free Membership
- FAQs / Contact
- Privacy Policy
- User Agreement
- Cancellation Policy

Corporate

- Media Kit
- Sporting News History
- Sales
- American City Business Journals, Inc.









Notes:

ESPN.com is visited by thousands of people hourly. As such their website needs to appeal to a very wide range of people while remaining simple to use.

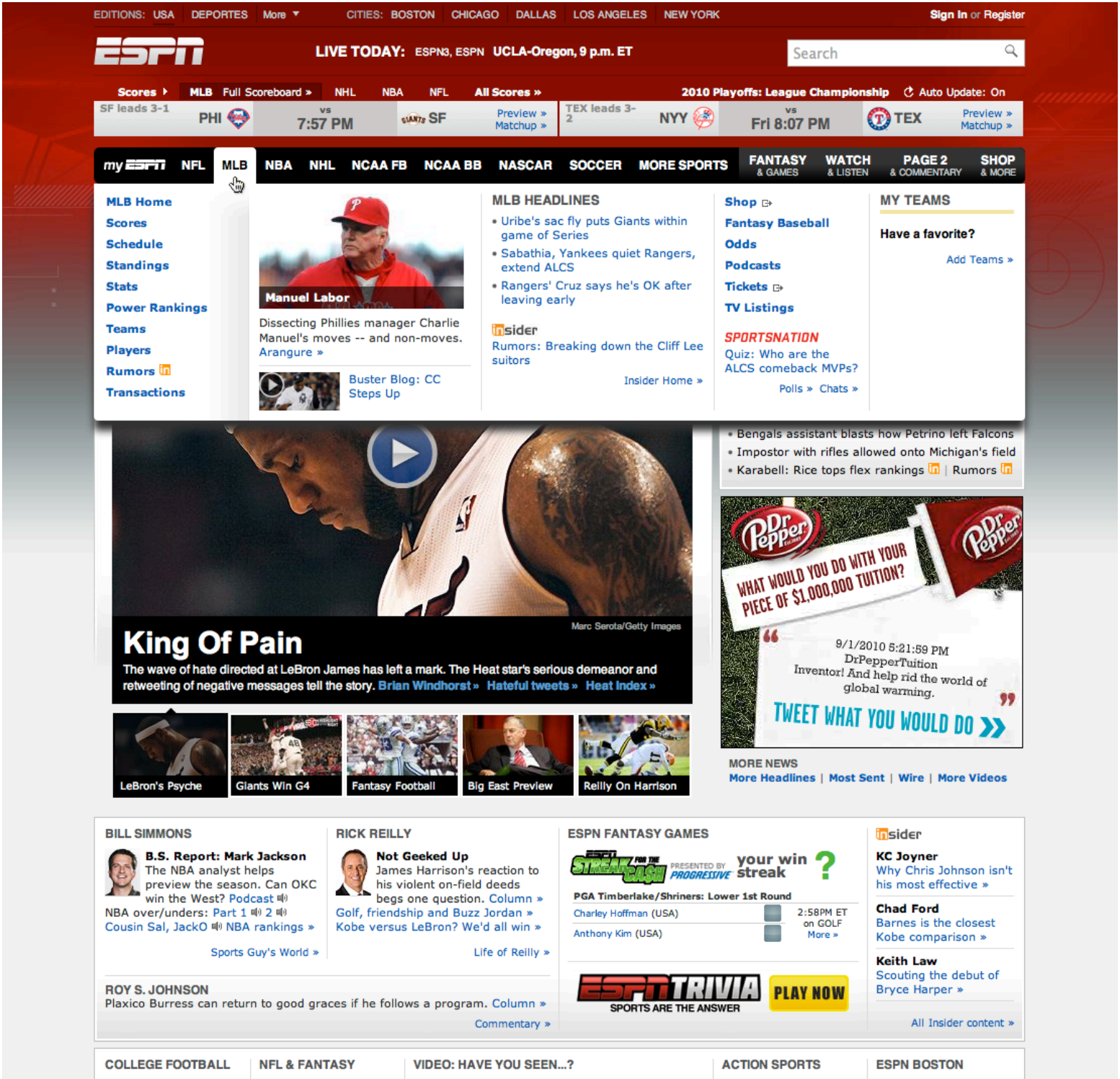
URL: <http://www.espn.com>

Background:

ESPN.com is the official website of ESPN and a division of ESPN Inc. Since launching in 1995 as ESPNet.SportsZone.com, the website has developed numerous sections including: Page 2, SportsNation, ESPN 3.com, ESPN Motion, My ESPN, ESPN Sports Travel, ESPN Video Games, ESPN Insider, ESPN.com's Fanboard, ESPN Fantasy Sports, ESPN.com, and ESPN Search. ESPN.com also has partnerships with MLB.tv, NBA.com, WNBA.com, NHL.com, Baseball America, Golf Digest, Scouts Inc., Jayski.com, USGA.org, Sherdog.com and Masters.org.

It also has sections devoted to certain sports including: the NHL, NFL, MLB, NBA, NASCAR, IRL, College, Golf and Soccer. Each section contains pages devoted to: scores, teams, schedules, standings, players, transactions, news wires, injures and columnists pages. ESPN.com's primary competitors are FoxSports.com, CBSSports.com, NBCSports.com, SI.com and SportingNews.com.

Some notable ESPN.com columnists are John Buccigross, Chris Mortensen, John Clayton, Adam Schefter, Andy Katz, Bill Simmons, Len Pasquarelli, Jayson Stark, Buster Olney, Gene Wojciechowski, Scoop Jackson, Pat Forde, Jim Caple, and Michael Smith.





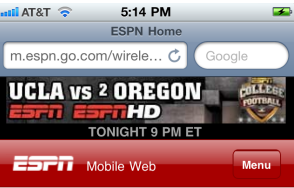
**Notes:**  
ESPN.com has a comprehensive mobile offering page listing all of their mobile applications. ESPN.com displays two versions of their mobile site, one optimized for the iOS devices and one for all other mobile browsers.

**URL:** <http://www.espn.com/mobile>

**Background:**  
ESPN.com is the official website of ESPN and a division of ESPN Inc. Since launching in 1995 as ESPNet.SportsZone.com, the website has developed numerous sections including: Page 2, SportsNation, ESPN 3.com, ESPN Motion, My ESPN, ESPN Sports Travel, ESPN Video Games, ESPN Insider, ESPN.com's Fanboard, ESPN Fantasy Sports, ESPN.com, and ESPN Search. ESPN.com also has partnerships with MLB.tv, NBA.com, WNBA.com, NHL.com, Baseball America, Golf Digest, Scouts Inc., Jayski.com, USGA.org, Sherdog.com and Masters.org.

It also has sections devoted to certain sports including: the NHL, NFL, MLB, NBA, NASCAR, IRL, College, Golf and Soccer. Each section contains pages devoted to: scores, teams, schedules, standings, players, transactions, news wires, injures and columnists pages. ESPN.com's primary competitors are FoxSports.com, CBSSports.com, NBCSports.com, SI.com and SportingNews.com.

Some notable ESPN.com columnists are John Buccigross, Chris Mortensen, John Clayton, Adam Schefter, Andy Katz, Bill Simmons, Len Pasquarelli, Jayson Stark, Buster Olney, Gene Wojciechowski, Scoop Jackson, Pat Forde, Jim Caple, and Michael Smith.



Feeling The Heat

Windhorst: Whether Or Not He Admits It, LeBron James Is Hurt By Public Criticism

MORE LeBron shares hate-fueled tweets he's received

MORE NBA Preseason: The Heat Is On >

VIDEO Play Of The Day: Holiday Dunks On Randolph

MORE Download the ESPN ScoreCenter app

Did you know? Since the League Championship Series went to a best-of-7 format, 24 of the 30 teams to lead 3-1 have won the pennant.

Scores & Schedules

MLB NCAAF NBA NHL MORE

Go to MLB Scoreboard

OCT 21, 2010 UPDATED 5:08PM ET

7:57 PM  
PHI  
SFO

What's Hot

News & Analysis

Video

Sports

SportsNation

Podcenter

Favorite Teams

Fantasy

More from ESPN

ESPN.com | ABC News | ESPN Alerts | Help | Terms of Use | Interest-Based Ads | Privacy Policy | Your California Privacy Rights

En Español | SIGN IN



ESPN MOBILE WEB

THE INDY 500 SUNDAY, MAY 30TH - NOON ET Telecast Presented by GoDaddy.com

SUN MAY 30

Lasting Impression

Go to: SCORES HOT NEWS SPORTS SN TEAMS FANTASY MORE

Adunde: Steve Nash Doesn't Need Trip To Finals To Cement NBA Legacy

What is your team's biggest draft need? Find out with premium NBA team alerts

Did you know? Jamie Moyer and Robin Roberts are the only pitchers to allow 500 home runs in MLB history.

SCORES & SCHEDULES

NBA Scores MLB Scores NHL Scores

ALL SCORES TODAY

SCORES BY SPORT

WHAT'S HOT

NBA Playoffs > Stanley Cup Playoffs > 2010 World Cup >

What's Hot: More From ESPN >

NEWS & ANALYSIS

NBA: Reports: Nets' new owner says Vandeweghe out

NBA: Wizards win first pick in 2010 NBA draft lottery

NFL: Source: Dolphins' Marshall had surgery on hip

MLB: Gonzalez: Ramirez situation to get resolved

ALL LATEST NEWS

Daily Dime: Celtics proving you can turn it on and off

NHL: LeBrun: Right now, there's no stopping Toews, Kane and Byfuglien

ALL ANALYSIS

SPORTS

NBA MLB NFL NHL

ALL SPORTS

SPORTSNATION

Vote: Which young guard will have the best NBA career?

- Stephen Curry

- Tyreke Evans

- Brandon Jennings

- Derrick Rose

- John Wall

Page 2 Columns

Page 2 Blog

SPORTSNATION BY TOYOTA

FAVORITE TEAMS

Sign in to see teams you've saved previously, or to add new teams. After you add a team a link to your team will appear in this section.

FANTASY

ESPN Streak For The Cash

ESPN Fantasy Baseball

MMA Live Pick 'em: UFC 114

FANTASY HOME

MORE FROM ESPN

Listen: ESPN Radio

ESPN Local

SportsCenter Blog

Back to Top

Refresh ESPN Home

En Español

ABC News Headlines

ESPN Alerts - Sign Up/Manage

































Help and Feedback

Terms of Use

SIGN IN



All iPhone Apps for “ESPN”

 <div>ESPN ScoreCenter Sports Updated Nov 13, 2010 FREE</div>	 <div>ESPN Radio Sports Updated Jun 07, 2010 \$2.99 BUY</div>	 <div>ESPN 2010 FIFA World Cup Sports Updated Jun 16, 2010 FREE</div>	 <div>ESPN Fantasy Football 2... Sports Updated Nov 16, 2010 \$1.99 BUY</div>	 <div>ESPN iScore Baseball Score... Sports Updated Oct 19, 2010 \$9.99 BUY</div>
 <div>ESPN Streak for the Cash Sports Updated Jul 22, 2010 FREE</div>	 <div>ESPN Linebacker Sports Released Feb 01, 2010 \$6.99 BUY</div>	 <div>ESPN Fantasy Basketball... Sports Released Oct 13, 2010 \$2.99 BUY</div>	 <div>ESPN Pinball Sports Updated Oct 26, 2010 \$1.99 BUY</div>	 <div>ESPN Fantasy Football Draft... Sports Released Aug 25, 2010 FREE</div>
 <div>ESPN World Cup Trivia b... Sports Updated Jun 30, 2010 FREE</div>	 <div>ESPN Passport Sports Released Aug 13, 2010 FREE</div>	 <div>MediaZone by ESPN Sports Updated Nov 16, 2010 FREE</div>	 <div>ESPN Shootout Sports Released Jun 14, 2010 \$1.99 BUY</div>	 <div>ESPN Fantasy Baseball 2010 Sports Updated Aug 23, 2010 \$4.99 BUY</div>
 <div>ESPN Bowl Bound 2010 Sports Released Nov 20, 2010 FREE</div>	 <div>ESPN Deportes Radio Sports Released Aug 22, 2010 FREE</div>	 <div>ESPN Map Madness for i... Sports Released Oct 22, 2010 FREE</div>	 <div>X Games SnoCross Games Updated Feb 24, 2010 \$1.99 BUY</div>	 <div>ESPNChicago.com Sports Updated Oct 14, 2010 FREE</div>
 <div>ESPN Dallas.com Sports Updated Oct 14, 2010 FREE</div>	 <div>ESPN Los Angeles.com Sports Updated Oct 14, 2010 FREE</div>	 <div>X Games 16 Mobile App Sports Updated Jul 28, 2010 FREE</div>	 <div>ESPN Boston.com Sports Updated Oct 14, 2010 FREE</div>	 <div>ESPN Zoom Sports Updated Feb 19, 2010 FREE</div>
 <div>ESPN iScore Basketball ... Sports Updated Oct 29, 2010 \$9.99 BUY</div>	 <div>ESPN Zoom: College Ho... Sports Updated Feb 19, 2010 \$6.99 BUY</div>	 <div>ESPN New York.com Sports Updated Oct 14, 2010 FREE</div>	 <div>ESPN Zoom: College Fo... Sports Released Sep 21, 2009 \$6.99 BUY</div>	 <div>ESPN Cricinfo Mobicast Sports Updated May 12, 2010 FREE</div>
 <div>ESPN Spelling Bee Sports Updated Jun 14, 2009 \$6.99 BUY</div>	 <div>ESPN Zoom Deluxe Sports Released Feb 08, 2009 \$2.99 BUY</div>	 <div>ESPN Spelling Bee Lite Education Updated Jun 08, 2010 FREE</div>	 <div>ESPN Sports Radio 1080 ... Music Updated Aug 28, 2010 FREE</div>	 <div>101 ESPN Entertainment Updated Jul 28, 2010 FREE</div>
 <div>1500 ESPN Education Updated Aug 13, 2010 FREE</div>	 <div>ESPN 107.9 FM Sports Updated Jul 19, 2010 FREE</div>	 <div>ESPN 1550 Streaming Me... Music Released Jul 19, 2010 FREE</div>	 <div>ESPN: The Mighty Book ... Books Updated May 18, 2010 \$24.99 BUY</div>	

**Notes:**  
ESPN has released many native iOS applications, this list has been growing.

**URL:** <http://itunes.apple.com/us/artist/espn/id317469187>

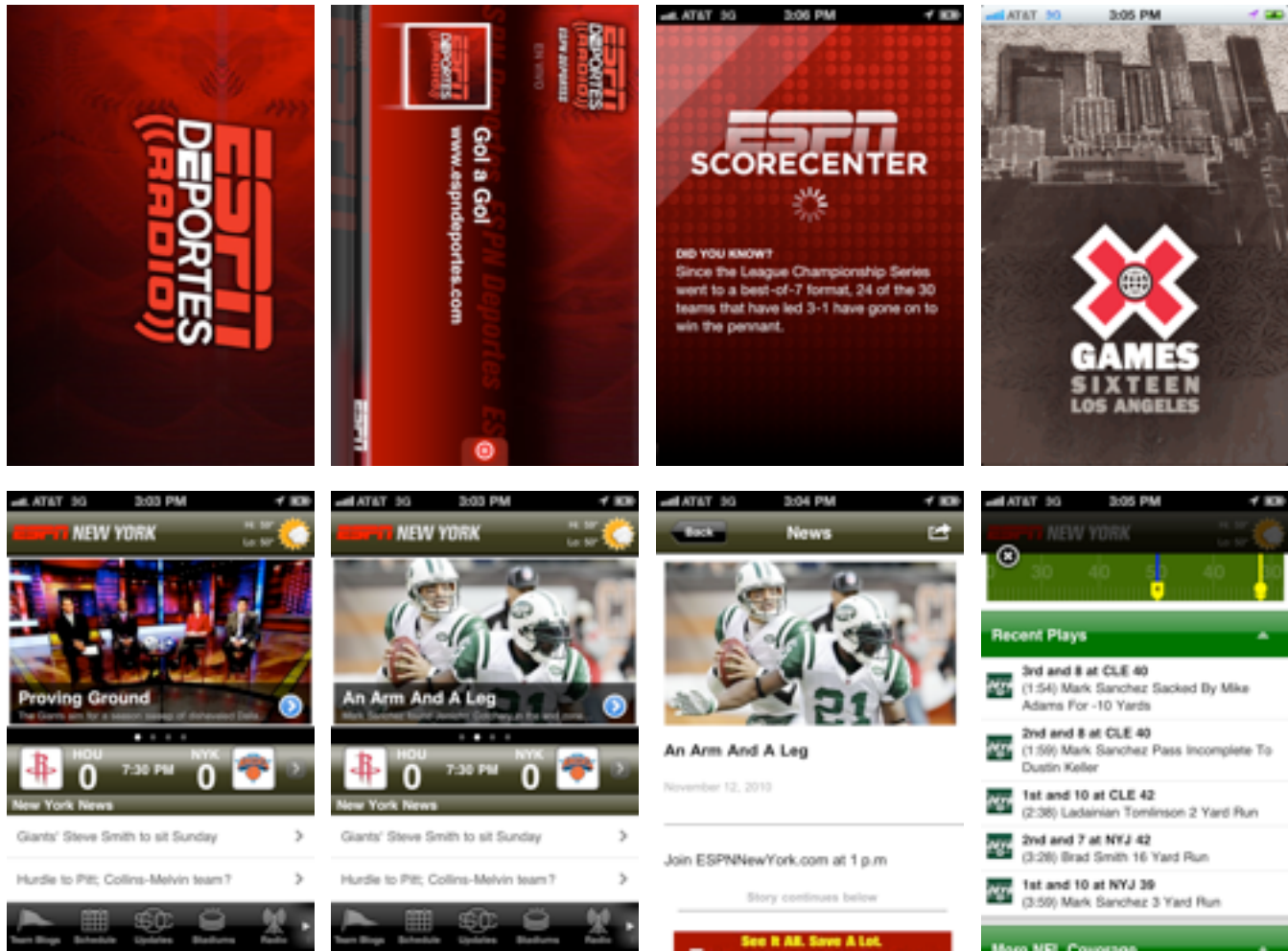
**Background:**  
ESPN.com is the official website of ESPN and a division of ESPN Inc. Since launching in 1995 as ESPNet.SportsZone.com, the website has developed numerous sections including: Page 2, SportsNation, ESPN 3.com, ESPN Motion, My ESPN, ESPN Sports Travel, ESPN Video Games, ESPN Insider, ESPN.com’s Fanboard, ESPN Fantasy Sports, ESPNU.com, and ESPN Search. ESPN.com also has partnerships with MLB.tv, NBA.com, WNBA.com, NHL.com, Baseball America, Golf Digest, Scouts Inc., Jayski.com, USGA.org, Sherdog.com and Masters.org.

It also has sections devoted to certain sports including: the NHL, NFL, MLB, NBA, NASCAR, IRL, College, Golf and Soccer. Each section contains pages devoted to: scores, teams, schedules, standings, players, transactions, news wires, injures and columnists pages. ESPN.com's primary competitors are FoxSports.com, CBSSports.com, NBCSports.com, SI.com and SportingNews.com.

Some notable ESPN.com columnists are John Buccigross, Chris Mortensen, John Clayton, Adam Schefter, Andy Katz, Bill Simmons, Len Pasquarelli, Jayson Stark, Buster Olney, Gene Wojciechowski, Scoop Jackson, Pat Forde, Jim Caple, and Michael Smith.



# ESPN iOS APPLICATIONS



**Notes:**  
ESPN’s native iOS devices offer a simplified experience with large buttons, simple graphics, plenty of white buffer space and clear navigation tools.

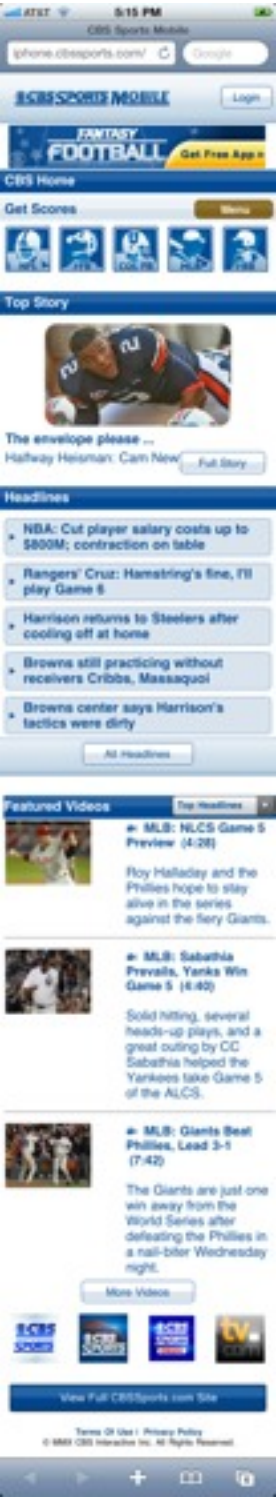
**URL:** <http://itunes.apple.com/us/artist/espn/id317469187>

**Background:**  
ESPN.com is the official website of ESPN and a division of ESPN Inc. Since launching in 1995 as ESPNet.SportsZone.com, the website has developed numerous sections including: Page 2, SportsNation, ESPN 3.com, ESPN Motion, My ESPN, ESPN Sports Travel, ESPN Video Games, ESPN Insider, ESPN.com’s Fanboard, ESPN Fantasy Sports, ESPN.com, and ESPN Search. ESPN.com also has partnerships with MLB.tv, NBA.com, WNBA.com, NHL.com, Baseball America, Golf Digest, Scouts Inc., Jayski.com, USGA.org, Sherdog.com and Masters.org.

It also has sections devoted to certain sports including: the NHL, NFL, MLB, NBA, NASCAR, IRL, College, Golf and Soccer. Each section contains pages devoted to: scores, teams, schedules, standings, players, transactions, news wires, injures and columnists pages. ESPN.com's primary competitors are FoxSports.com, CBSSports.com, NBCSports.com, SI.com and SportingNews.com.

Some notable ESPN.com columnists are John Buccigross, Chris Mortensen, John Clayton, Adam Schefter, Andy Katz, Bill Simmons, Len Pasquarelli, Jayson Stark, Buster Olney, Gene Wojciechowski, Scoop Jackson, Pat Forde, Jim Caple, and Michael Smith.





**Notes:**  
CBSSports.com has a well designed mobile page that lists out their mobile offerings: apps, alerts and video. The mobile website is optimized for iPhone browsers. This is an example of well coded CSS that detects the mobile device type.

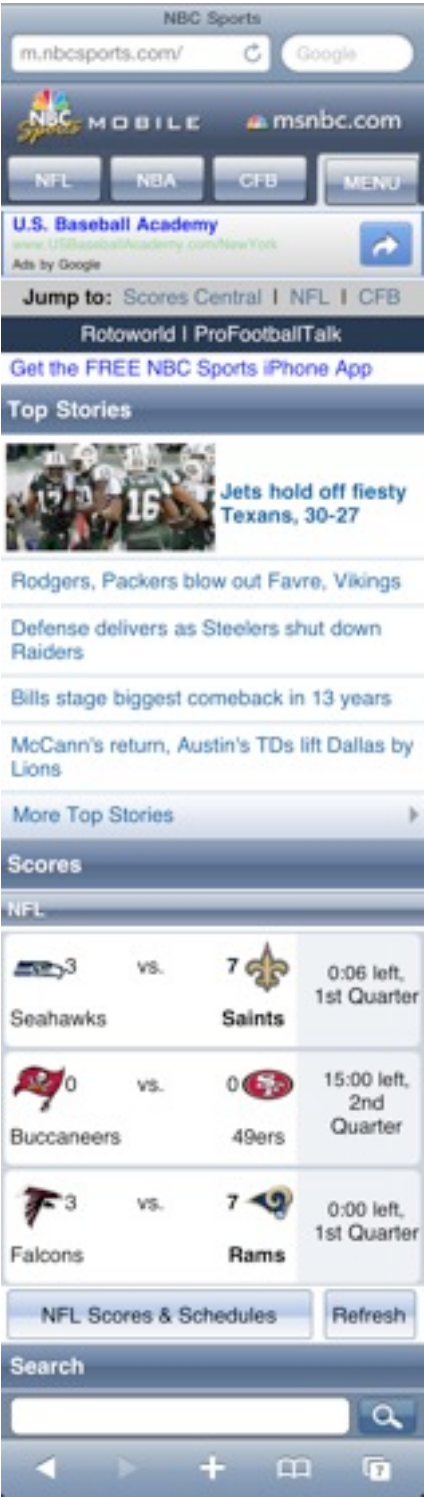
**URL:**  
1) <http://www.cbssports.com>  
2) <http://www.cbssports.com/mobile>

**Background:**  
CBSSports.com (formerly CBS SportsLine.com) started out in 1994 as SportsLine USA, and today is a CBS-owned website that provides sports scores, news, live and on-demand video, mobile apps, e-commerce, and information on fantasy leagues.

Headquartered in Fort Lauderdale, Florida, it is considered one of the top sports websites, along with ESPN.com and Yahoo! Sports. It provides coverage of the National Football League, Major League Baseball, National Basketball Association, National Hockey League, NCAA College Basketball and College Football, plus many other professional, college, and high school sports. CBSSports.com also features many on-line columnists such as Gregg Doyel, Mike Freeman, Dennis Dodd and Ray Ratto, plus fantasy sports experts like Scott White, Jamey Eisenberg, and Dave Richard. Veteran Sportscasters Lesley Visser and Clark Kellogg also write columns for cbssports.com.

CBSSports.com operates as a unit of CBS Interactive and is considered the online presence of CBS Sports. The CBSSports.com portfolio of brands includes CBSSports.com, NCAA.com, MaxPreps, and the Official College Athletic Sites from the CBSSports.com College Network. CBS Corporation (then Viacom) purchased SportsLine USA in 2004. On August 22, 2007, CBS SportsLine.com changed its name to CBSSports.com to better unify the CBS Sports brand across its television, online and mobile platforms.





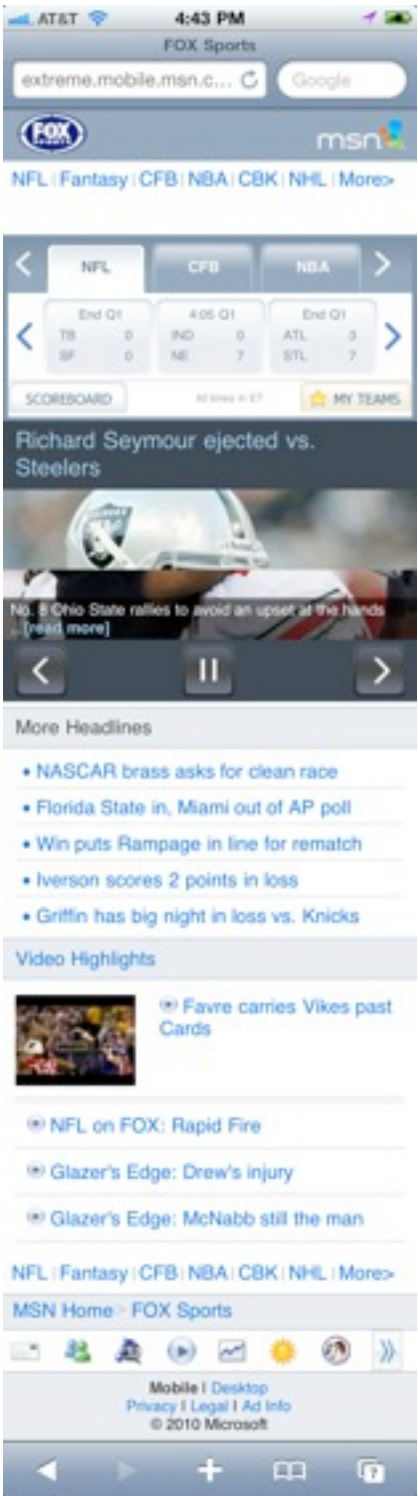
**Notes:**  
While NBC Sports Mobile’s website informs users of their mobile offerings, the design is not as engaging or informative as the others. Their mobile website is optimized for the iPhone browser.

**URL:**  
1) <http://nbcsports.msnbc.com>  
2) <http://m.nbcports.com>

**Background:**  
NBC Sports is the sports division of the NBC television network. Formerly "a service of NBC News," it broadcasts a diverse array of programs, including the Olympic Games, the NFL, the NHL, Notre Dame football, the PGA Tour, the Kentucky Derby, the Preakness, the USGA Championships, Wimbledon, and the French Open, among others. Other programming from outside producers is also presented on the network under the NBC Sports branding (such as coverage of the Ironman Triathlon).

Throughout the course of its history, NBC Sports has employed a number of iconic commentators, including Bob Costas, John Madden, Al Michaels, Cris Collinsworth, Vin Scully, Joe Garagiola, Tony Kubek, Bob Uecker, Marv Albert, Mary Carillo, Dick Enberg, Bud Collins, John McEnroe, Bryant Gumbel, Billy Packer, Al McGuire, Bob Wolff, Curt Gowdy, and Mel Allen.





**Notes:**  
Fox Sports describes their mobile offerings well and features a well designed mobile website, which is optimized for iOS browsers. The iPad will load the main website, while the iPhone and iTouch will display the optimized HTML5 site.

**URL:**  
1) <http://msn.foxsports.com>  
2) <http://m.foxsports.com>

**Background:**  
Fox Sports is a division of the Fox Broadcasting Company (part of News Corporation). It was formed in 1994 with Fox's acquisition of broadcast rights to National Football League games. In subsequent years, it has televised the National Hockey League (1994–1999), Major League Baseball (1996–present), NASCAR (2001–present), and the Bowl Championship Series (2007–2010).

Fox has become the exclusive home of the Daytona 500 after having alternated the event with NBC Sports throughout their first NASCAR contract. In partnership with co-owned motorsports cable network Speed, Fox has also broadcast the start of the Rolex 24 at Daytona and select Formula One races under Speed production since 2007, and also carries 2 NASCAR Camping World Truck Series races per season transferred from Speed, produced under the NASCAR on Fox brand.

Fox Sports has been the exclusive broadcaster of the World Series since 2000. A new contract announced on July 11, 2006, guarantees that Fox Sports will keep the World Series through the 2013 season. In 2010, Fox aired the UEFA Champions League Final, marking the network's first ever broadcast of soccer.



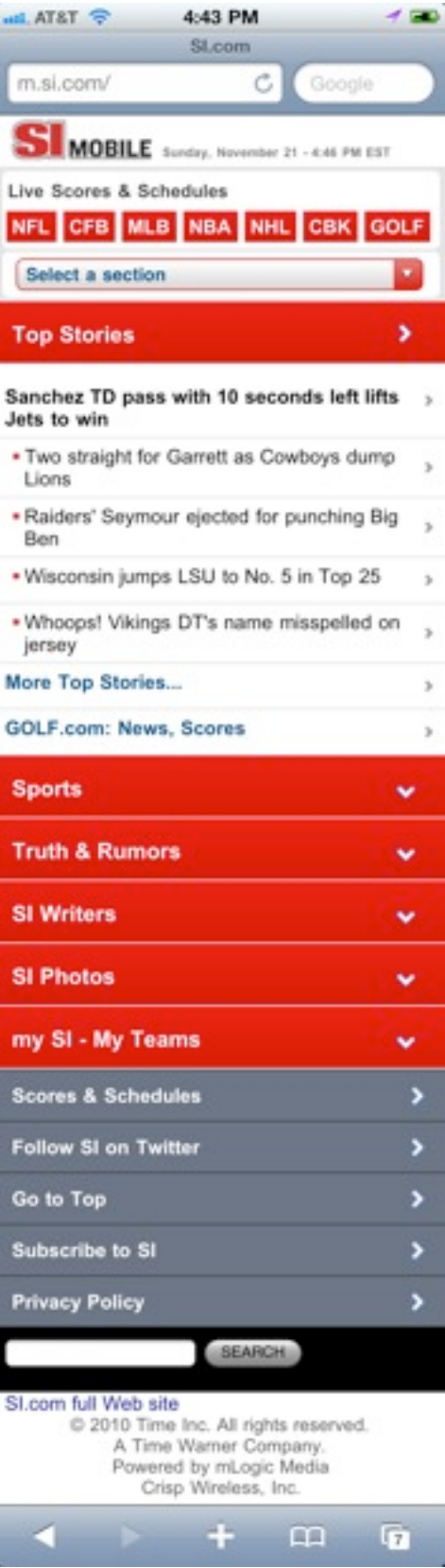


**Notes:**  
Sports Illustrated has done an impeccable job featuring and describing their mobile offerings. Each application is described well and looks great on multiple mobile devices, native apps and mobile web sites.

**URL:**  
1) <http://sportsillustrated.cnn.com>  
2) <http://sportsillustrated.cnn.com/mobile>

**Background:**  
Sports Illustrated is an American sports magazine owned by media conglomerate Time Warner. It has over 3.5 million subscribers and is read by 23 million adults each week, including over 18 million men. It was the first magazine with circulation over one million to win the National Magazine Award for General Excellence twice. Its swimsuit issue, which has been published since 1964, is now an annual publishing event that generates its own television shows, videos and calendars.





**Notes:**  
Sports Illustrated Mobile is displayed on a HP Palm device with clear instructions for users to access their site via their mobile browser. Prominent placement is given to the iPhone Optimized badge.

**URL:**  
1) <http://sportsillustrated.cnn.com>  
2) <http://sportsillustrated.cnn.com/mobile>

**Background:**  
Sports Illustrated is an American sports magazine owned by media conglomerate Time Warner. It has over 3.5 million subscribers and is read by 23 million adults each week, including over 18 million men. It was the first magazine with circulation over one million to win the National Magazine Award for General Excellence twice. Its swimsuit issue, which has been published since 1964, is now an annual publishing event that generates its own television shows, videos and calendars.





**Notes:**  
Sports Illustrated’s mobile app is displayed, described and linked to via the Apple App Store.

**URL:**  
1) <http://sportsillustrated.cnn.com>  
2) <http://sportsillustrated.cnn.com/mobile>

**Background:**  
Sports Illustrated is an American sports magazine owned by media conglomerate Time Warner. It has over 3.5 million subscribers and is read by 23 million adults each week, including over 18 million men. It was the first magazine with circulation over one million to win the National Magazine Award for General Excellence twice. Its swimsuit issue, which has been published since 1964, is now an annual publishing event that generates its own television shows, videos and calendars.





**Notes:**  
Sports Illustrated’s Football Book app is optimized for the iPad. The key to this application is that it takes advantage of the larger formatted screen as well as offering a significantly better experience to the user. The large screen size is a compelling reason for users and SI does a great job leveraging their content within this format.

**URL:**  
1) <http://sportsillustrated.cnn.com>  
2) <http://sportsillustrated.cnn.com/mobile>

**Background:**  
Sports Illustrated is an American sports magazine owned by media conglomerate Time Warner. It has over 3.5 million subscribers and is read by 23 million adults each week, including over 18 million men. It was the first magazine with circulation over one million to win the National Magazine Award for General Excellence twice. Its swimsuit issue, which has been published since 1964, is now an annual publishing event that generates its own television shows, videos and calendars.





Notes:

The MLB mobile page is clearly designed with the end user in mind. Granted the design of this page is not as compelling as Sports Illustrated's or CBS Sports', users can clearly see what devices are supported and how to get MLB At Bat 2010. Most notable is that At Bat 2010 is optimized for the iPad. This requires more effort, but signals a strong message to the end user that MLB will deliver the best product on any device.

URL:

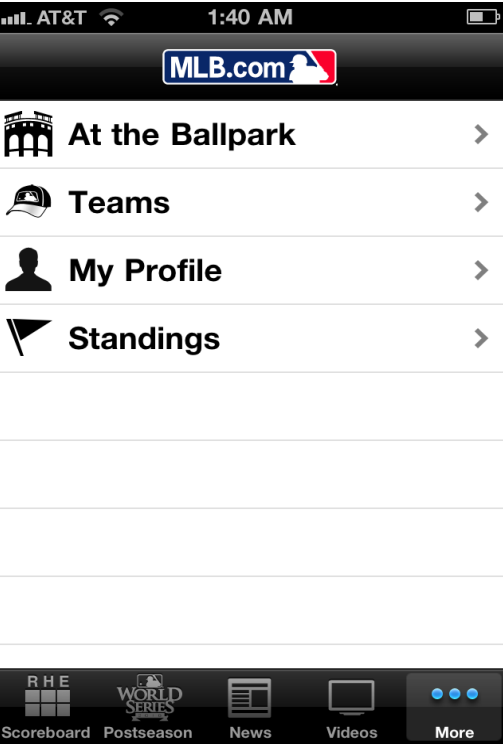
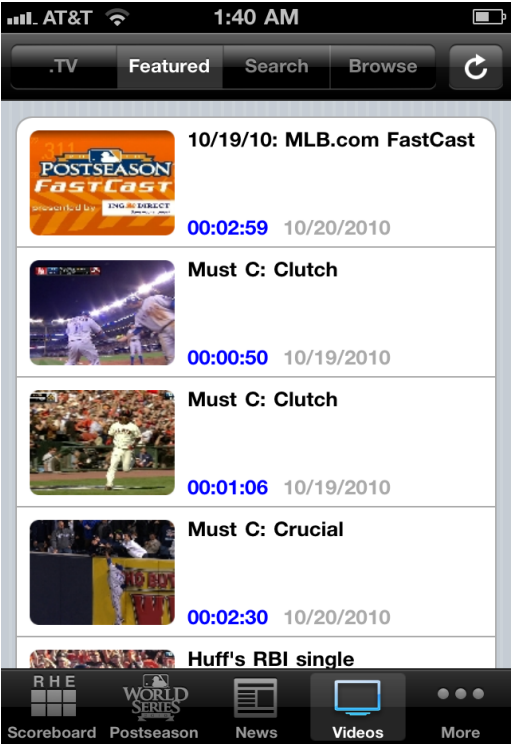
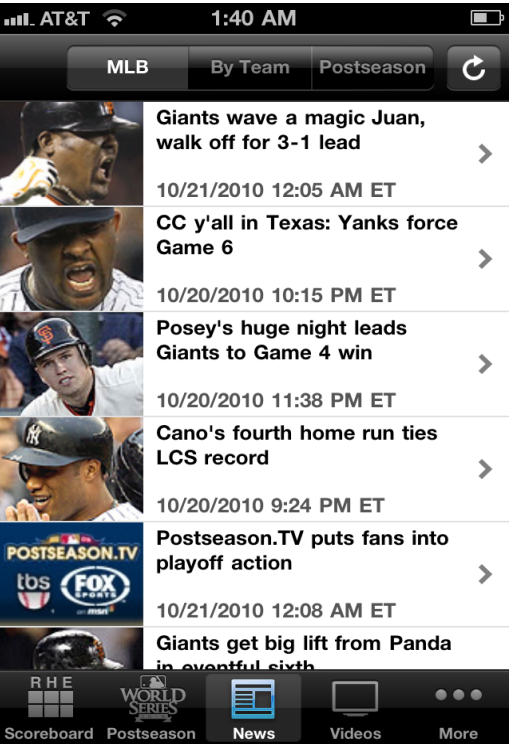
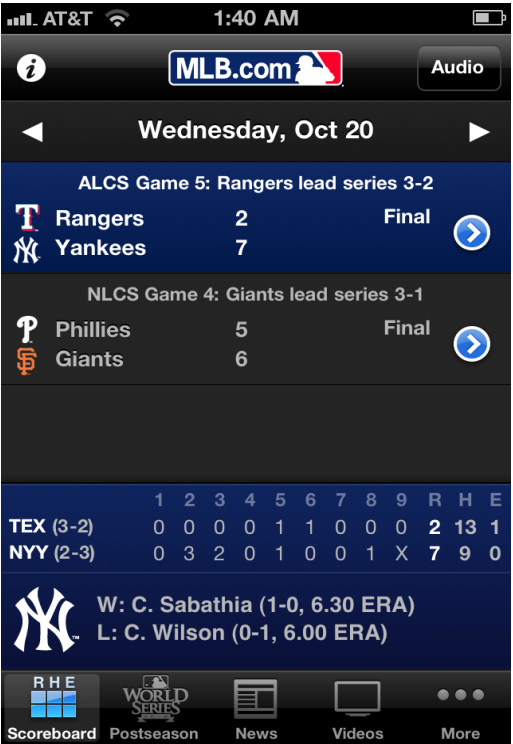
- 1) <http://www.mlb.com>
- 2) <http://www.mlb.com/mobile>
- 3) <http://mlb.mlb.com/mobile/atbat/>

Background:

MLB.com is the official site of Major League Baseball and is overseen by Major League Baseball Advanced Media, L.P. (a subsidiary of MLB). MLB.com is a source of baseball-related information, including baseball news, statistics, and sports columns. MLB.com is also a commercial site, providing online streaming video and streaming audio broadcasts of all Major League Baseball games to paying subscribers, as well as "gameday", a near-live streaming box score of baseball games for free. In addition, MLB.com sells official baseball merchandise, allows users to buy tickets to baseball games, runs fantasy baseball leagues (both free and paid), and runs auctions of baseball memorabilia. MLB.com also contains the full, unabridged, official rules of the game.

This company is ready to play ball online. MLB Advanced Media (MLBAM) is the Internet and interactive media arm of Major League Baseball (MLB) and operates the league's Web site, MLB.com. The site offers news, schedules, standings, and statistics from around the league as well as information on each of MLB's 30 teams. The site also provides live audio and video game broadcasts for subscribers. In addition to subscription fees, MLBAM generates revenue through advertising and sponsorships, along with ticket sales through its Tickets.com subsidiary. (MLBAM sold more than 27 million MLB tickets online during the 2007 season.) The baseball league created MLBAM in 2000 through a unanimous vote of all 30 teams.





**Notes:**  
Their mobile website is well designed with many platforms and OSes supported. MLB has a good understanding of their target demographic and the tools they have to use to help fans get their content on almost any mobile device.

**URL:**  
1) <http://www.mlb.com>  
2) <http://www.mlb.com/mobile>  
3) <http://mlb.mlb.com/mobile/atbat/>

**Background:**  
MLB.com At Bat 2010, the iPhone's most popular and award-winning sports App, is the place for all the up-to-the-moment Hot Stove news and analysis for your favorite MLB Clubs. The app is also available for iPad, Android and Blackberry all of which have most of the following features:  
For the offseason, At Bat delivers expanded Hot Stove baseball coverage including:

- 1) Breaking news for every Club
- 2) Winter Meetings news coverage
- 3) Video highlight library searchable by player or team
- 4) Interactive rosters and player stats for every team
- 5) 2011 Schedules
- 6) 2010 Standings, Postseason results

Exclusively for iPad - Introducing a user-friendly news reader format to follow the latest news and analysis across baseball. Seamlessly flip through news articles from MLB.com's reporters and columnists, watch related video programming inline and use the share functionality to send articles to your friends.



Notes:

BBC Sport is optimized for iOS devices and adheres to good mobile design standards.

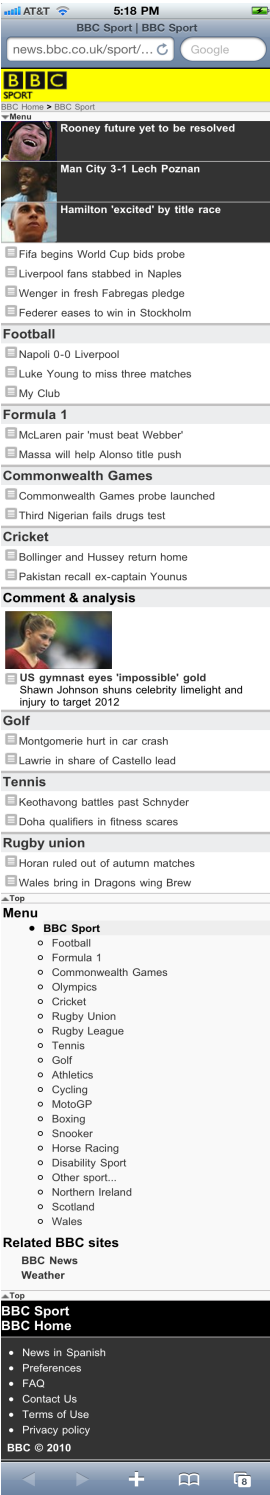
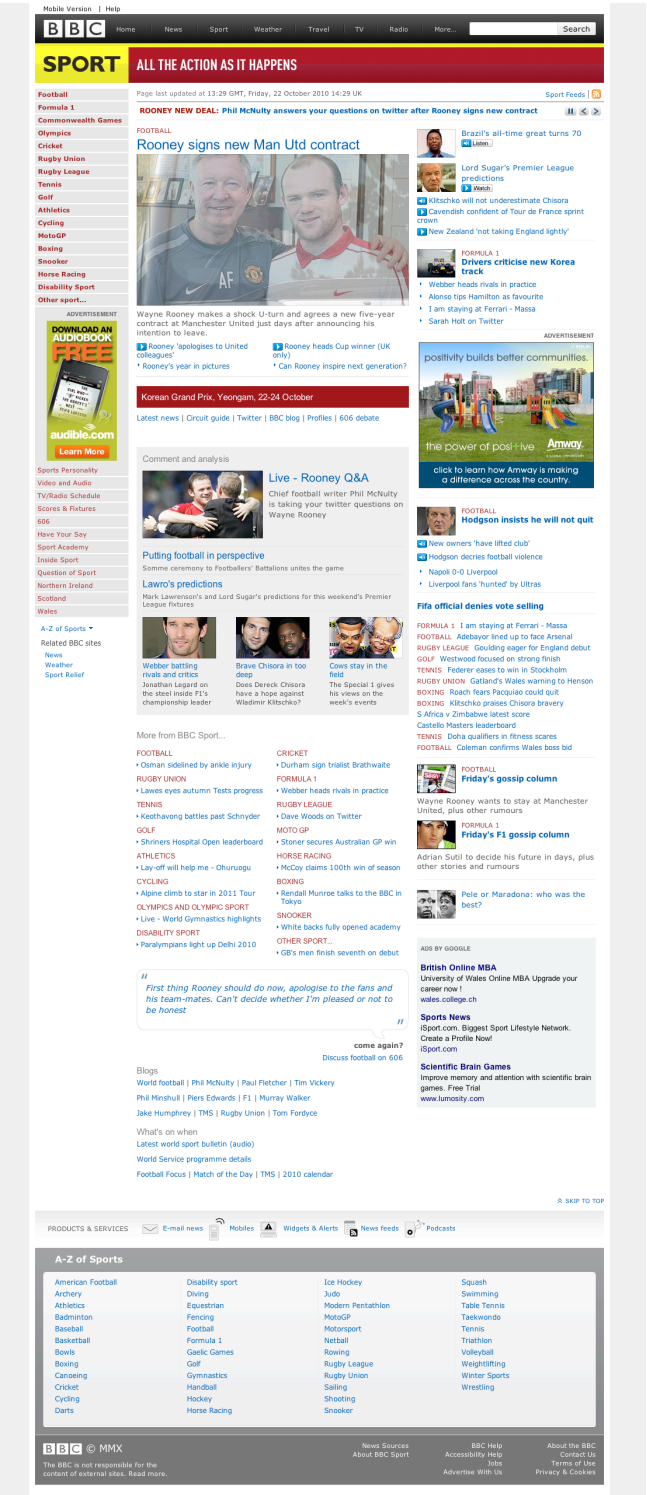
URL: <http://www.bbc.com/sport>

Background:

BBC Sport is the sports division of the BBC. It became a fully dedicated division of the BBC in 2000. It incorporates programmes such as Match of the Day, Grandstand (discontinued in January 2007), Test Match Special, Ski Sunday, Rugby Special and coverage of Formula One motor racing, MotoGP and the Wimbledon Tennis Championships. BBC Sport's website is also the UK's biggest and most popular sport website and is increasingly adding video and audio coverage to its scores and text news services. BBC Sport provides radio coverage for BBC Radio 1, BBC Radio 2, BBC Radio 4, BBC Radio Five Live and BBC World Service.

Due to the public status of the BBC, advertising is forbidden and as a result, sports matches covered by BBC Sport are not allowed to be sponsored, although the present commercialisation of sport makes this almost impossible in practice. In the face of increased competition from its rival broadcasters the BBC has softened its stance and is now contractually obliged to refer to certain competitions by their sponsored name under the terms of broadcasting rights deals.

BBC Sport launched a trial of the High Definition television format of the 2006 Football World Cup in HDTV as part of a wider trial of that format by the BBC. With the official launch of BBC HD, live football matches and golf have led the channel's sports output, and the BBC is rumoured to be studying the possibility of airing Premier League highlights in HD. Roger Mosey, Director of BBC Sport, announced in January 2009 that the BBC's aim "is for all our sport production to be in HD by 2012 at the latest". BBC Sport Interactive was launched in June 2008 on BBC Red Button, it is available on digital cable, satellite and terrestrial by pressing the red button and selecting page 300.







**Notes:**  
Yahoo! Sports is optimized for iOS devices and adheres to good mobile design standards.

**URL:** <http://www.sports.yahoo.com>

**Background:**  
Yahoo! Sports was launched on December 8, 1997. Prior thereto, certain elements of Yahoo! Sports were named Yahoo! Scoreboard. Yahoo! Sports is fed a majority of its information from STATS, Inc. Yahoo! Sports has various writers, along with team pages in almost every sport.

Yahoo! Sports covers many sports, including NFL, MLB, NBA, NHL, College Football, College Basketball, NASCAR, Golf, Tennis, World Soccer, Arena Football, Boxing, CFL, Cycling, IndyCar, Major League Soccer, Motor sports, Olympics, NCAA Baseball, NCAA Hockey, NCAA Women's Basketball, WNBA, World Cup, Track & Field, Cricket (UK), Figure Skating, Rugby (UK), Swimming, Mixed Martial Arts, and Horse Racing. Yahoo! Sports also previously covered the now defunct ABL and WUSA.

Yahoo! Sports has many writers, including: Dan Wetzel, Adrian Wojnarowski, Jason Cole, Charles Robinson, Jeff Passan, Josh Peter, Tim Brown, Kevin Iole, Dave Meltzer, Bob Margolis, Jerry Bonkowski, John Murphy, Michael Silver, Matt Buser, Terry Bowden, Kenny Smith, Matt Romig, Martin Rogers, James C. Black, Brandon Funston, Greg Anthony, Cris Carter, Gordon Edes and Gerry Ahern.



**Notes:**

Telemundo Deportes, which is written in Spanish, is optimized for iOS devices and adheres to good mobile design standards.

**URL:** <http://msnlatino.telemundo.com/deportes>

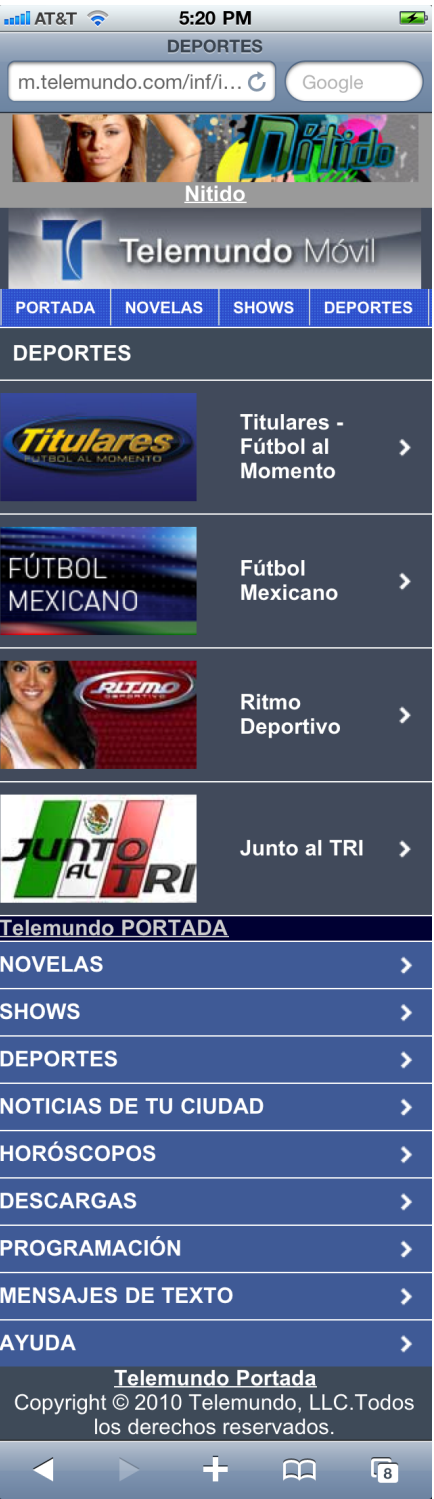
**Background:**

Telemundo is an American television network that broadcasts in Spanish. The network is the second-largest Spanish-language content producer in the world, and the second-largest Spanish-language network in the United States, behind Univision.

Telemundo reaches 93 percent of Hispanic and Latino American households in 142 markets via over-the-air, cable, and satellite television. An average of 1,035,000 total viewers (aged 2 and older) tuned in for its weekday prime time lineup during 2007.[3] Telemundo is the only Spanish-language network that produces most of its telenovelas. Unlike Univision, which only has Spanish captions, many programs on Telemundo air with closed captions in both Spanish and English.

Telemundo was founded by Ángel Ramos with a television station in San Juan, Puerto Rico in 1954. Telemundo Communications Group, the network's parent company, is part of the NBC Universal division of General Electric, which paid \$2.7 billion for Telemundo in 2002. Don Browne is Telemundo's president. Jeff Gaspin, who is president and COO of Universal Television Group, oversees the network. Telemundo has 1,800 employees, and is headquartered at 2290 West 8th Avenue in Hialeah, a Miami, Florida suburb.

Its most broadcasted series were Pasion de Gavilanes (sold to 100 countries), Zorro: La Espada y la Rosa (sold to 97 countries), ¿Dónde Está Elisa? (sold to 90 countries), Más Sabe el Diablo (sold to 70 countries), and El Rostro de Analia (sold to 50 countries).











HOME   THE WINNERS   THE VOTING   PLUS/MINUS   FIELDING BIBLE EXCERPTS   BUY THE FIELDING BIBLE

**A Panel of Ten Baseball Experts—including John Dewan and Bill James — Announce the Winners of the**

**THE 2010 FIELDING BIBLE AWARDS**

Chicago, IL, November 1—THE 2010 FIELDING BIBLE AWARDS have been officially announced after the first unanimous winner in the five-year history of the Fielding Bible Awards. Cardinals catcher Yadier Molina won his fourth consecutive Fielding Bible Award with a perfect score of 100, 26 points ahead of second-place finisher Carlos Ruiz.

Joining Molina as repeat winners are Ichiro Suzuki (his third, second in a row), Mark Buehrle (his second, back to back), and Troy Tulowitzki (two also). First time winners include Daric Barton, Chase Utley, Evan Longoria, Brett Gardner, and Michael Bourn.

A panel of ten analysts, listed below—including John Dewan, Peter Gammons and Bill James—examined the 2010 seasons of every defensive player in Major League Baseball and then used the same voting technique as the Major League Baseball MVP voting. First place votes received 10 points, second place 9 points, third place 8 points, etc. A perfect score was 100. A complete record of their votes can be found in [The Bill James Handbook 2011](#).

One important distinction that differentiates THE FIELDING BIBLE AWARDS from most other baseball awards, such as the Gold Gloves, is that there is only one winner at each position, including separate recognition for each outfield position, instead of separate winners for each league. The goal of THE FIELDING BIBLE AWARDS is to stand up and say: “Here is the best fielder at this position in Major League Baseball last season.” Another key feature of the system is that it also recognizes the runners-up for each position, instead of just focusing on the winners.

[Here](#) are the results of THE 2010 FIELDING BIBLE AWARDS. A complete record of the voting can be found in [The Bill James Handbook 2011](#).

Copyright 2009© The Fielding Bible. All rights reserved



**Notes:** The Fielding Bible uses detailed statistics to uncover dee

**URL:**  
1) <http://www.fieldingbible.com>

**Background:**  
A Fielding Bible Award recognizes the best defensive player for each fielding position in Major League Baseball (MLB) based on statistical analysis. John Dewan and Baseball Info Solutions conduct the annual selection process. The awards are voted on by 10 sabermetrically inclined journalists and bloggers including Dewan, sabermetric pioneer Bill James, and writers such as Peter Gammons, Sports Illustrated's Joe Posnanski, and ESPN.com columnist Rob Neyer. The awards have historically been announced before the Gold Glove Awards, the traditonal measurement of fielding excellence. Dewan wrote that this award cannot equal the prestige of the Gold Glove, which started 50 years earlier, but it provides an alternative.

One important distinction that differentiates THE FIELDING BIBLE AWARDS from most other baseball awards, such as the Gold Gloves, is that there is only one winner at each position, including separate recognition for each outfield position, instead of separate winners for each league. The goal of THE FIELDING BIBLE AWARDS is to stand up and say: “Here is the best fielder at this position in Major League Baseball last season.” Another key feature of the system is that it also recognizes the runners-up for each position, instead of just focusing on the winners.



Notes:

FanGraphs has a terrific iOS application chock full of in depth statistical analysis of sports information. The information is tightly packed, but they feature spreadsheets, graphs and statistical analysis well. Sporting News readers could greatly benefit if this information is properly included within their articles on the main and mobile websites, iOS applications and printed publications.

URL:

1) <http://www.fangraphs.com>

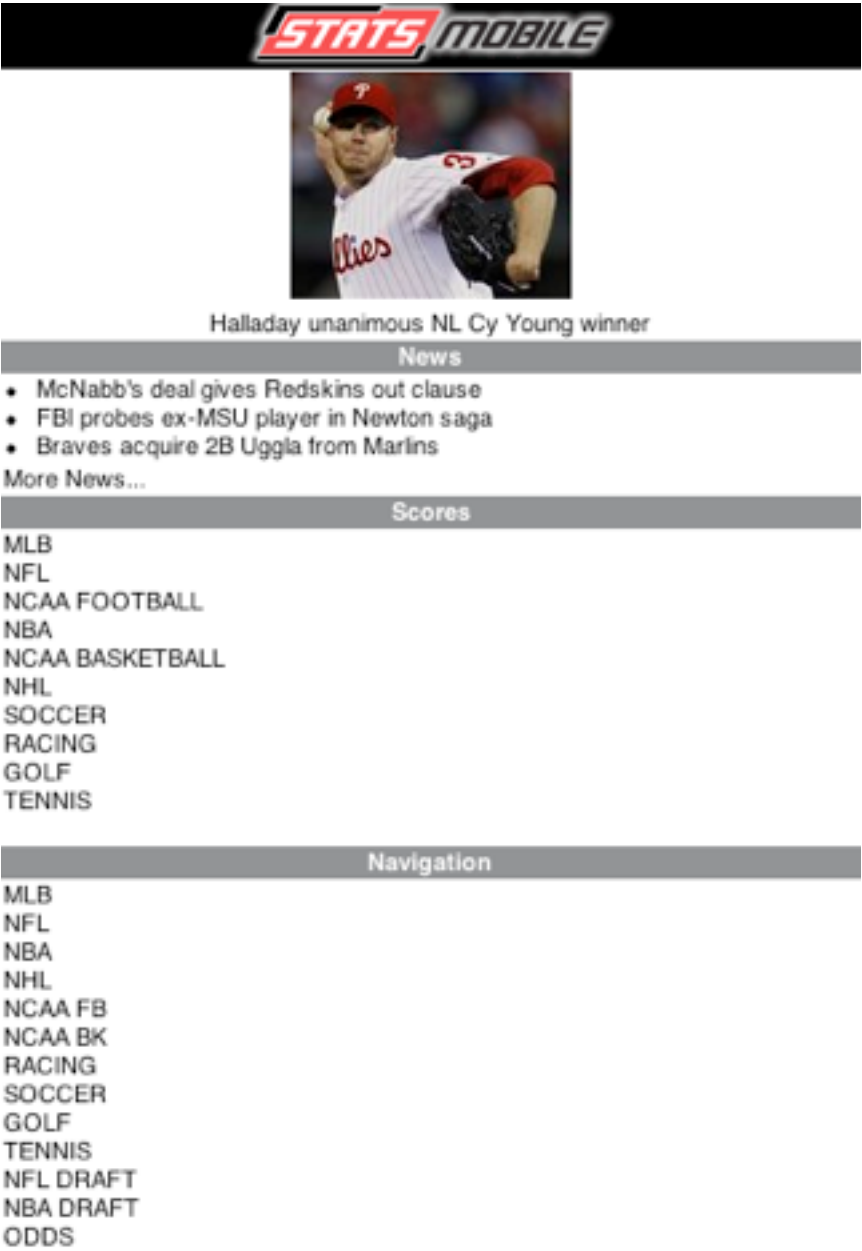
Background:

FanGraphs.com is a website run by Fangraphs Inc., located in Arlington, Virginia, and created and owned by David Appelman that provides statistics for every player in Major League Baseball history. The website, among other things, plots the course of every game, showing which hits and outs changed outcomes.

All major league baseball data on the website, including pitch type, velocity, batted ball location, and play-by-play data, are provided by Baseball Info Solutions. Minor league baseball data is provided by Major League Baseball Advanced Media, and distributed by STATS LLC. All Win Expectancy, Leverage Index, and Run Expectancy data are licensed from InsideTheBook.com. All Ultimate zone rating (UZR) calculations are provided by Mitchel Lichtman. Retrosheet.org play-by-play data prior to 2002 was obtained free of charge from and is copyrighted by Retrosheet.

On September 18, 2009, Fangraphs Inc. launched an iPhone app in partnership with Hawk Ridge Consulting. Fangraphs has a number of content partners including ESPN, SB Nation and Fanhouse. Based on possible website ad revenue, at one point in 2009 the website value was estimated at US\$75,007.50, when its daily pageview was 33,506 and its daily ad revenue was \$102.75.





**Notes:**  
STATS, Inc., currently known as STATS LLC, is a global sports statistics and information company – the company name originated as an acronym for "Sports Team Analysis and Tracking Systems".

**URL:**  
1) <http://www.stats.com>

**Background:**  
STATS, Inc., was founded on April 30, 1981 by John Dewan, who became the company's CEO. STATS was an outgrowth of the grassroots non-profit Project Scoresheet, a volunteer network created to collect baseball statistics, prompted by a suggestion made by Bill James, who later joined STATS for a time. In 1987, STATS developed a reporter network for Major League Baseball and provided research for NBC's postseason baseball coverage, and by 1989 was doing the same for ESPN's broadcasts.

While the company initially focused only on baseball, in the 1990's they expanded their focus to the National Football League, the National Basketball Association, the National Hockey League, the Women's National Basketball Association and many other sports.

STATS was bought by Fox Sports in 2000, and is now a joint venture between News Corporation and Associated Press, which each hold 50% since the merger of STATS with AP Megasports in 2005. Since that time, the company has been known as STATS LLC.

On March 5, 2009, the company announced the purchase of the Jersey City-based PA SportsTicker wire service from Press Association, a UK news and information company. It had previously been owned by ESPN.

STATS LLC is headquartered in Northbrook, Illinois, with corporate offices in London, Hong Kong, Tokyo, Beijing, Bangalore, Dubai, Mexico City, Chicago, New York and Los Angeles. The company covers 85 sports leagues and over 55,000 events a year.



**Miller's Chances of Victory Dim as Alaska Senate Write-In Count Begins**  
by NICHOLAS...

Results from the first day of [writing votes in ballots](#) in Alaska suggest that Sen. Lisa Murkowski, who can't write in campaigns after being defeated in the Republican primary by Joe Miller, is very likely to win another term.

Prior to the processing of write-in ballots, an Associated Press [poll](#) showed that 60% write-in voters, versus 40% not to write in for Ms. Miller. That means that six out of ten write-in ballots — or 60 percent of those — contained a vote for something other than their legal ballot cast for Lisa Murkowski.

Yesterday's results, however — which about one-fifth of the write-in ballots were returned — suggest that Ms. Miller has little chance of achieving that 60 percent threshold. According to [reporting](#) by the Anchorage Daily News:

- About 6 percent of the write-in ballots were legal votes deemed to be cast for someone other than Lisa Murkowski.
- Another 4 percent of the write-in ballots, which appeared to be votes for Mr. Murkowski, were successfully challenged by Ms. Miller's campaign.
- Another 84 percent of write-in ballots were unsuccessfully challenged by Ms. Miller's campaign and counted for Mr. Murkowski.

Together, these three categories add up to 94 percent. Before the 6 percent of those who voted for someone other than Lisa Murkowski.

If the first day of ballot counting is representative of what will take place during the next few days, Mr. Murkowski would eventually be declared the winner of the write-in vote — even if all of Ms. Miller's challenges were eventually upheld in court.

**Percentage of All Write-In Votes**

Category	Percentage
Write-in ballots that were successfully challenged by Miller's campaign	11.6%
Write-in ballots that were successfully challenged by Miller's campaign	8.4%
Write-in ballots that were successfully challenged by Miller's campaign	6.0%
Write-in ballots that were successfully challenged by Miller's campaign	1.0%

Of course, that would not leave Mr. Murkowski with much margin for error — and the percentage of ballots in the various categories would still differ somewhat on counting procedures to ballots returned from other parts of the state. But it is worth looking at which sides of write-in Mr. Miller's campaign is challenging. [Read more...](#)

■ [Write-In](#) ■ [Write-In](#) ■ [Write-In](#) ■ [Write-In](#)

November 11, 2010, 10:40 AM

**2012 Contenders to Bet Against**  
by NICHOLAS...

I'm not quite sure where I'd all the odds on who to bet against the Republican presidential nomination in 2012. But there's a pretty good idea of who I'd bet against.

The table below compiles a number of statistics related to prospective 2012 GOP candidates in 2010. Moving from left to right, we have their recent chance of winning the nomination according to the poll-based [market](#) ([betting](#)), the candidate's own ["grassroots"](#) according to the National American's [polling](#), their [polling](#) ([this](#) [link](#) [summarizes](#) [all](#) [polling](#) [data](#) [from](#) [the](#) [past](#) [year](#)), and their [polling](#) ([this](#) [link](#) [summarizes](#) [all](#) [polling](#) [data](#) [from](#) [the](#) [past](#) [year](#)) — we don't consider [polling](#) ([this](#) [link](#) [summarizes](#) [all](#) [polling](#) [data](#) [from](#) [the](#) [past](#) [year](#)) to be scientific, and [betting](#) ([this](#) [link](#) [summarizes](#) [all](#) [betting](#) [data](#) [from](#) [the](#) [past](#) [year](#)) is not a scientific measure of Republican odds according to the [Wall Street Journal's](#) [analysis](#).

Candidate	Market	Ballot	Top Poll	Top Poll	Top Poll																																																																																																																																																																																																																																																																																																																															
Mitt Romney	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Barack Obama	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Joe Biden	100%	80%	17%	12%	10%	Mike Huckabee	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Tim Pawlenty	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan	100%	80%	17%	12%	10%	Chris Christie	100%	80%	17%	12%	10%	Al Franken	100%	80%	17%	12%	10%	Paul Ryan
Joe Biden	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Mike Huckabee	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Tim Pawlenty	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Chris Christie	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Al Franken	100%	80%	17%	12%	10%																																																																																																																																																																																																																																																																																																																															
Paul Ryan																																																																																																																																																																																																																																																																																																																																				

## Senate

[House](#)
[Governor](#)

### Probable Senate Outcomes

94% chance that Democrats control at least 50 seats

0% chance that Democrats control at least 60 seats

Republican Seats	Probability (%)
48	1
49	5
50	15
51	28
52	22
53	15
54	8
55	2
56	1
57	0.5
58	0.2
59	0.1
60	0
61	0
62	0
63	0
64	0

### Probability of Party Winning Seat [View Larger Map »](#)

MAP KEY

- Democrat
- Republican
- Independent

90% 80% 70% 60%

Miss.  
R.I.  
Conn.  
N.J.  
Del.  
N.Y. special election

### Senate Takeover Chances

CURRENT PARTY	CHANCE THAT PARTY LOSES SEAT	PROJECTED VOTE			MARGIN
		D %	R %	I %	
N. Dakota	100%	29	69		Hoeven +40
Indiana	100%	39	58		Coats +19
Arkansas	100%	39	58		Boozman +19
Pa.	97%	48	52		Toomey +4
Wisconsin	97%	46	51		Johnson +5
Nevada	83%	47	50		Angle +3
Illinois	69%	48	49		Kirk +2
Colorado	65%	48	49		Buck +1

**Notes:**  
During the presidential primaries and general election of 2008, the site compiled polling data through a unique methodology derived from Silver's experience in baseball sabermetrics to "balance out the polls with comparative demographic data" and "weighting each poll based on the pollster's historical track record, sample size, and recentness of the poll".

On June 3, 2010, Nate Silver announced that in early August the blog would be "relaunched under a NYTimes.com domain". The transition took place on August 25, 2010, with the publication of Silver's first FiveThirtyEight blog article in the New York Times.







75

CNN, like Sports Illustrated, does a great job of listing their mobile apps and their availability. This speaks volumes to users that the CNN experience is available to them wherever they have a signal.

- 1) <http://www.cnn.com>
- 2) <http://www.cnn.com/mobile/iphone>
- 3) <http://itunes.apple.com/us/app/cnn-app-for-iphone/id331786748>

Cable News Network (CNN) is a U.S. cable news channel founded in 1980 by Ted Turner. Upon its launch, CNN was the first channel to provide 24-hour television news coverage, and the first all-news television channel in the United States. While the news channel has numerous affiliates, CNN primarily broadcasts from its headquarters at the CNN Center in Atlanta, the Time Warner Center in New York City, and studios in Washington, D.C. and Los Angeles. CNN is owned by parent company Time Warner, and the U.S. news channel is a division of the Turner Broadcasting System.

CNN is sometimes referred to as CNN/U.S. to distinguish the American channel from its international counterpart, CNN International. As of August 2010, CNN is available in over 100 million U.S. households. Broadcast coverage extends to over 890,000 American hotel rooms, and the U.S broadcast is also shown in Canada. Globally, CNN programming airs through CNN International, which can be seen by viewers in over 212 countries and territories.



**Notes:**  
The CNN iOS App is well designed example of providing headlines wrapped within a simple visual wrapper. The innovative iReport feature allows users to interact with the news giant and their viewers.

**URL:**  
1) <http://www.cnn.com>  
2) <http://www.cnn.com/mobile/iphone>  
3) <http://itunes.apple.com/us/app/cnn-app-for-iphone/id331786748>

**Background:**  
Cable News Network (CNN) is a U.S. cable news channel founded in 1980 by Ted Turner. Upon its launch, CNN was the first channel to provide 24-hour television news coverage, and the first all-news television channel in the United States. While the news channel has numerous affiliates, CNN primarily broadcasts from its headquarters at the CNN Center in Atlanta, the Time Warner Center in New York City, and studios in Washington, D.C. and Los Angeles. CNN is owned by parent company Time Warner, and the U.S. news channel is a division of the Turner Broadcasting System.

CNN is sometimes referred to as CNN/U.S. to distinguish the American channel from its international counterpart, CNN International. As of August 2010, CNN is available in over 100 million U.S. households. Broadcast coverage extends to over 890,000 American hotel rooms, and the U.S broadcast is also shown in Canada. Globally, CNN programming airs through CNN International, which can be seen by viewers in over 212 countries and territories.



ETRADE

Employee Stock PlansInternational SitesSuggestions

Enter Question or Keyword!GO

WHY E\*TRADE?INVESTING & TRADINGTRADING TOOLSR&GRETIREMENTBANKINGPRICINGOPEN AN ACCOUNT

2010 SmartMoney

RECOGNIZED EXCELLENCE

★★★★★ Trading Tools★★★★★ Research★★★★★ Customer Service★★★★★ Mutual Funds & Investment Products★★★★★ Banking Services

Get up to \$500LEARN MORE

SECURE LOG ON

User ID: Password:Start In:AccountsLOG ON 中文

Digital Security ID token expired?Forgot your User ID or Password?Set up Online Account Access

Get QuotesMarkets OverviewNewsCharts

DOW11203.55+22.32 (+0.20%)NASDAQ2518.120.00 (0.00%)S&P 5001199.73+3.04 (+0.25%)10 Yr. T-Note2.875%-0.27

4:04 PM ET 11/19/10 Closing Price

INVESTING

New to Online Investing?Follow our easy steps to get started. Take control now to become a confident and educated investor.

TRADING & INVESTING

\$9.99 Stock & Options TradesGet low, flat rate pricing. Plus get up to \$500.

INNOVATION

Trade Anytime, AnywhereGet a front-row seat to the markets with cutting-edge investing and trading tools.

FIVE STAR SERVICE

Click our Online Service Center

Call us at 1-800-ETRADE-1

Visit an E\*TRADE branch near you

Corporate Services | About E\*TRADE | Investor Relations | Forms & Applications | Contact Us | Site Map

FIND E\*TRADE ON:YouTubeFacebook

5-STAR TRADING TOOLSSmartMoney

The fund's prospectus contains its investment objectives, risks, charges, expenses and other important information and should be read and considered carefully before investing. For a current prospectus, visit [www.etrade.com/mutualfunds](#) or visit the Exchange-Traded Funds Center at [www.etrade.com/etf](#).

1. Investing outside the United States involves additional risks related to currency fluctuations, economic and political differences and difference in accounting standards.

ETRADE COMPLETE™ PROTECTION GUARANTEE

FDIC Bank deposits insured to at least \$250,000

SIPC Securities in your account protected up to \$500,000. For details please see www.sipc.org.

Investment Products: Not FDIC Insured No Bank Guarantee May Lose Value

PLEASE READ THE IMPORTANT DISCLOSURES BELOW.

E\*TRADE Bank has chosen not to participate in the FDIC's Transaction Account Guarantee Program. Customers of E\*TRADE Bank with noninterest-bearing transaction accounts will continue to be insured for up to \$250,000 under the FDIC's general deposit insurance rules. The Transaction Account Guarantee Program is a program separate from the FDIC's general deposit insurance coverage.

Securities products and services offered by E\*TRADE Securities LLC, Member FINRA/SIPC. Banking products and services are offered by E\*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries. E\*TRADE Securities LLC and E\*TRADE Bank are separate but affiliated companies.

System response and account access times may vary due to a variety of factors, including trading volumes, market conditions, system performance, and other factors.

Statement of Financial Condition | About Brokerage Insurance | Customer Account Agreements | Privacy Statement | Quarterly 606 Report

Underwriting Standards | Privacy Statement | Business Continuity Plan | Online Security | Site Map | Careers@etrade

© 2010 E\*TRADE Financial Corporation. All rights reserved. Version 1.0 30w24m3.1

ETRADE FINANCIAL CORPORATION

us.etrade.com/e/t/mo...GOOGLE

NEW E\*TRADE MOBILE PRO

Trade Anytime, Anywhere<sup>1</sup> on your iPhone™

Available on the iPhone App Store

STREAM Real-time quotes, news & marketsEASY Stock & options tradingQUICK Free cash transfers<sup>2</sup>LIVE Accounts, watch lists & portfolios

OPEN AN ACCOUNT AND GET 100 COMMISSION-FREE<sup>3</sup> STOCK & OPTIONS TRADES

CONTINUE TO E\*TRADE.COM

PLEASE READ THE IMPORTANT DISCLOSURES BELOW.

iPhone is a trademark of Apple Inc.

1. Trades received outside normal market hours will be entered the next business day.

2. For details and important information about Quick Transfer, please visit [www.etrade.com/quicktransferdetails](#) for a listing of the limitations, restrictions and time deadlines associated with this service.

3. The new E\*TRADE Complete™ Investment Account holder will receive a free trade commission, up to a maximum of 100 free trade commissions (equivalent to \$1,000 in free trade commissions at a value of \$12.99 per trade for the first 29 trades and \$9.99 per trade for each additional trade up to 71 trades), for each stock or options trade executed within 30 days of the opening of the new qualified account and deposited funds have cleared. Offer not valid for IRAs, other retirement, business, trust, or E\*TRADE Bank accounts. Excludes current E\*TRADE Securities customers, E\*TRADE FINANCIAL Corp. associates, and non-U.S. residents. Offer only applies to new E\*TRADE Securities accounts opened with a \$1,000 minimum deposit. You will pay the commission rate of \$12.99 for your first 29 trades and the \$9.99 Power E\*TRADE commission rate on all trades over 29 trades at the time of the trades. Your account will be credited \$12.99 for your first 29 trades and \$9.99 per trade after 29 trades within eight weeks of qualifying (excluding options contract fees). You will not receive cash compensation for any unused free trade commissions. Account holders must maintain minimum funding in all accounts (\$1,000 minus any trading losses) for at least 6 months of credit may be surrendered. Limit one new E\*TRADE Complete Investment Account per customer. We reserve the right to terminate this offer at any time. Accounts must be opened by December 31, 2010.

The E\*TRADE FINANCIAL family of companies provides financial services that include trading, investing and banking.

Securities products and services are offered by E\*TRADE Securities LLC, Member FINRA/SIPC.

© 2010 E\*TRADE Financial Corp. All rights reserved.

Privacy Statement | Terms & Conditions

**Notes:**  
When the website is accessed via the iPhone’s mobile browser, the user is presented with information about the iOS application and a link to the App Store.

**URL:**  
1) <http://www.etrade.com>  
2) <http://itunes.apple.com/us/app/e-trade-mobile-pro/id313259740>

**Background:**  
Trade anytime, anywhere<sup>1</sup> with E\*TRADE Mobile Pro for iPhone™ and iPod® touch. E\*TRADE Mobile Pro is one of the most powerful mobile trading applications ever. You get the same core functionality as your desktop, all fully synchronized with your online account in real time. TRADE ANYTIME, ANYWHERE:

- 1) Free streaming real-time quotes with integrated charts
- 2) Breaking market news and commentary
- 3) Easy stock & options trading with market, limit, and advanced orders
- 4) Simplified account management from a single screen
- 5) The same live watch lists and portfolios you set up online
- 6) Quick cash transfers to and from any institution
- 7) With OS 3.0 you can set up stock price alerts from the quote details page, and receive push notifications for all Smart Alerts

With E\*TRADE Mobile Pro, you’ll always be in touch with your accounts and your assets no matter where you go. SAFE & SECURE: Log on securely in seconds. Because none of your personal information is stored on your device, your account is safe—even if you lose your phone.





**Notes:**

The iPad version of the ETRADE application takes advantage of the larger screen real estate. The modular widget design affords the user to drill down into information they deem most important. The UI could be improved, but this is an alternative example of how to display separate types of information within one large screen.

**URL:**

- 1) <http://www.etrade.com>
- 2) <http://itunes.apple.com/us/app/e-trade-mobile-pro/id313259740>

**Background:**

Trade anytime, anywhere<sup>1</sup> with E\*TRADE Mobile Pro for iPhone™ and iPod® touch. E\*TRADE Mobile Pro is one of the most powerful mobile trading applications ever. You get the same core functionality as your desktop, all fully synchronized with your online account in real time. TRADE ANYTIME, ANYWHERE:

- 1) Free streaming real-time quotes with integrated charts
- 2) Breaking market news and commentary
- 3) Easy stock & options trading with market, limit, and advanced orders
- 4) Simplified account management from a single screen
- 5) The same live watch lists and portfolios you set up online
- 6) Quick cash transfers to and from any institution
- 7) With OS 3.0 you can set up stock price alerts from the quote details page, and receive push notifications for all Smart Alerts

With E\*TRADE Mobile Pro, you'll always be in touch with your accounts and your assets no matter where you go. SAFE & SECURE: Log on securely in seconds. Because none of your personal information is stored on your device, your account is safe—even if you lose your phone.



HOME

NEWS

MARKET DATA

PERSONAL FINANCE

TV

RADIO

more

Search Quotes and News

Bloomberg

Anywhere | Professional | Solutions | About

Log in

What happens when GE Capital finances your business?

Top Headlines

Rothschild Plays His Strongest Suit With \$3 Billion Mining Deal

Nathaniel Rothschild's most successful trade as a hedge-fund manager was his investment in U.S. mining company Phelps Dodge Corp. The future 5th Baron Rothschild says he now plans to build one of the world's largest coal producers.

Deutsche Bank CEO Says "Mistrust" of Spain, Banks "Unjustified"

Investors' mistrust of Spain is unjustified and problems in the banking industry are "manageable," Deutsche Bank AG Chief Executive Officer Josef Ackermann said, as Europe's debt crisis intensified.

England Cricket Fans Suffer as Strong Aussie Cuts Beer Money

Cricket's oldest international rivalry resumed last week in Australia without a traditional taste of traveling English fans: "We're fat, we're round, three dollars to the pound."

Most Popular Stories

Wyndham's Holmes Says Business "Pretty Good" in 2010

Obama's Rebound May Turn on Picking a Fight: Michael Waldman

Google Said to Be Near Deal to Buy Coupon Company Group for \$6 Billion

Obama Appoints Geithner, Lew to Work With Congress on Extending Tax Cuts

More Highlights

ETFs

Chart: Oil Crunch?

Forex Trading

Podcasts

Dollar Bribes for India Licenses Create World's Deadliest Roads

Deripaska Offers \$2 Billion for Norlisk Stake in Generator

Irish Contagion Spreads to Europe's Less Risky Bond Markets

British Housing Market Faces a "Tough Year," Countrywide Says

Dollar Proves Best-Returning Asset in November, Defies Skeptics

BA Luxury Unit Says Business Travel, Beyonce Spur Fleet Plan

Contagion May Force EU to Expand Arsenal to Fight Debt Crisis

Egypt Sought Spies in Iraq, Syria to Stop Iran, WikiLeaks Shows

China's Manufacturing Growth Accelerates, PMI Shows

Porsche Investors Back \$6.5 Billion Share Sale for VW Merger

Airbus Said to Plan A320 Engine Options as Rivals Crowd Market

Tokyo Electric Unit Plans 50% Expansion in Wind, Solar Capacity

Australian Economy Expands 0.2%, Half the Pace Economists Estimated

India Growth May Exceed Government Forecast, Ushering Rate Rise

U.A.E., Qatar Seek UN Credits to Shrink Biggest CO2 Footprints

Ruble Eurobond Debut in Jeopardy on Depreciation

"Zombie Economics" stalks Planet, Threatens More Crises: Books

Market Snapshot

U.S. Europe Asia

NIKKEI

9934.13

-2.91 (-0.03%)

TOPIX

861.02

+0.08 (0.01%)

HANG SENG

22921.50

-86.50 (-0.38%)

Stocks on the Move

Advertisement

What happens when GE Capital finances your business?

Data Insights

Equities Futures Currencies Commodities Bonds

NIKKEI

9934.13

-2.91 (-0.03%)

TOPIX

861.02

+0.08 (0.01%)

Hang Seng

22921.50

-86.50 (-0.38%)

S&P/ASX 200

4576.40

-6.00 (-0.17%)

Shanghai

2812.31

-7.87 (-0.28%)

Dow

11006.00

-46.47 (-0.42%)

S&P 500

1180.55

-7.21 (-0.61%)

Nasdaq

2498.23

-26.99 (-1.07%)

S&P/TSX

12952.90

+57.23 (+0.44%)

Mexico Bolsa

36817.30

-73.29 (-0.20%)

Brazil Bovespa

67705.40

-202.78 (-0.30%)

PRACTICE

Sponsored by FOREX.com

More Equities

Most Popular Stories

Broadest Food-Safety Overhaul in 78 Years Approved by Senate in 73-25 Vote

WikiLeaks Founder Assange Plans Release of U.S. Bank's Documents Next Year

Google Said to Be Near Deal to Buy Coupon

**Notes:**  
The Bloomberg iOS application displays complex, financial information well along with headline news, audio and detailed help/instructions. As an example of a well coded iOS application, the universal code detects your device type and if installed on an iPad, the screen is resized to take full advantage of the space. The buttons and UI are well designed and information is visually easy to digest.

**URL:**  
1) <http://www.bloomberg.com>

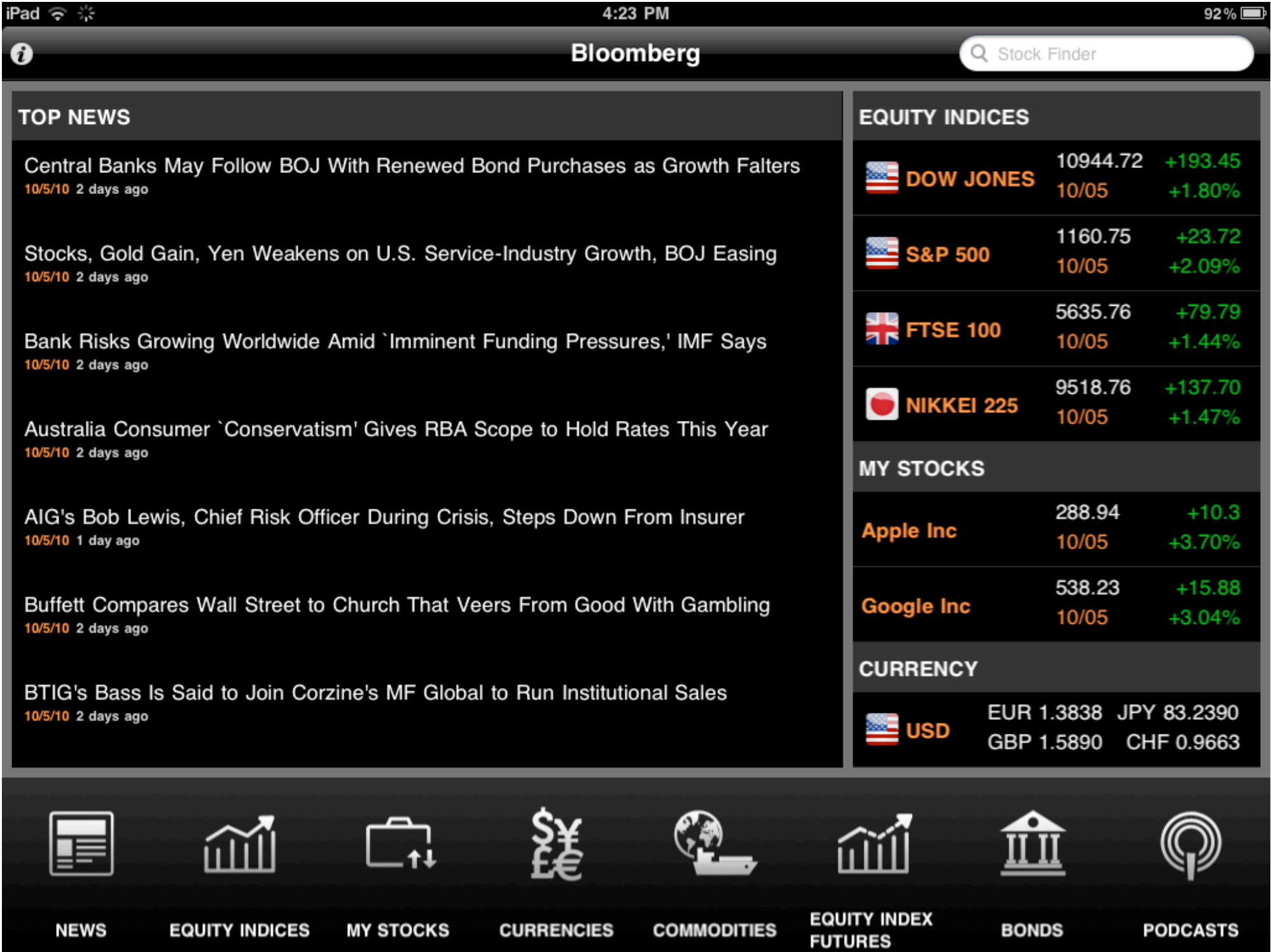
**Background:**  
Bloomberg L.P. is a privately held financial software, news, and data company. Bloomberg makes up one third of the \$16 billion global financial data market with estimated revenue of \$6.6 billion. Bloomberg L.P. was founded by Michael Bloomberg (current Mayor of New York City) with the help of Thomas Secunda and other partners (Bloomberg's former coworkers from Salomon Brothers) in 1981 and a 30% ownership investment by Merrill Lynch. The company provides financial software tools such as analytics and equity trading platform, data services and news to financial companies and organizations around the world through the Bloomberg Terminal (via its Bloomberg Professional Service), its core money-generating product. Many customers use only a small fraction of the machines' 30,146 functions. Bloomberg L.P. has grown to include a global news service, including television, radio, the Internet and printed publications.

79

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL





**Notes:**  
The Bloomberg iOS application displays complex, financial information well along with headline news, audio and detailed help/instructions. As an example of a well coded iOS application, the universal code detects your device type and if installed on an iPad, the screen is resized to take full advantage of the space. The buttons and UI are well designed and information is visually easy to digest.

**URL:**  
1) <http://www.bloomberg.com>

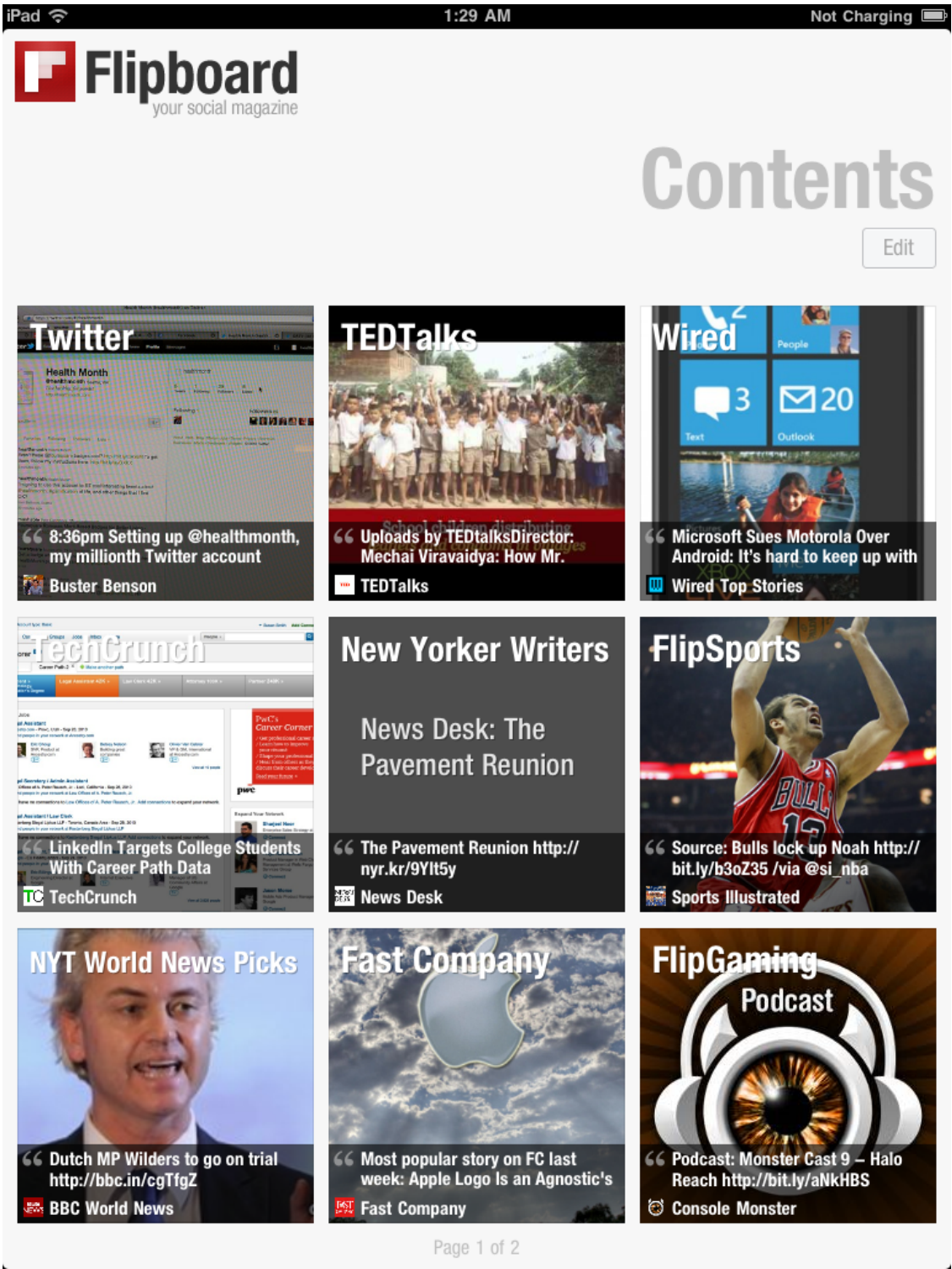
**Background:**  
Bloomberg L.P. is a privately held financial software, news, and data company. Bloomberg makes up one third of the \$16 billion global financial data market with estimated revenue of \$6.6 billion. Bloomberg L.P. was founded by Michael Bloomberg (current Mayor of New York City) with the help of Thomas Secunda and other partners (Bloomberg's former coworkers from Salomon Brothers) in 1981 and a 30% ownership investment by Merrill Lynch. The company provides financial software tools such as analytics and equity trading platform, data services and news to financial companies and organizations around the world through the Bloomberg Terminal (via its Bloomberg Professional Service), its core money-generating product. Many customers use only a small fraction of the machines’ 30,146 functions. Bloomberg L.P. has grown to include a global news service, including television, radio, the Internet and printed publications.



**Notes:**  
Flipboard has run into some issues with their data sources. They have violated some terms of service and displayed content that technically belongs to other sites, companies and news outlets without proper permission.

**URL:**  
1) <http://www.flipboard.com>

**Background:**  
Flipboard is a social magazine that aggregates web links from your social circle, i.e. Twitter and Facebook, and displays the content in magazine form. Currently the free application is available only on the iPad. Flipboard has done a tremendous job of turning one dimensional twitter feeds, facebook status updates and RSS feeds and making them into a vibrant, social magazine. Centered around a simple concept and taking advantage of the iPad's gestures, the application helps transform content.





FACEBOOK iOS APP



**Notes:**  
The Facebook iOS app is a very well designed application. The UI is simple and crisp as it mimics standards pushed by Apple. Users can quickly find the core information they desire via this application. Combining the standardized Facebook design within this mobile app has made it highly successful.

**URL:**  
1) <http://www.facebook.com>  
2) <http://www.facebook.com/mobile>

**Background:**  
Facebook’s mobile website is highly functional and offers as close to a similar experience to ths user as the iOS app does. Users of the mobile site can access the same information and do almost as much as iOS app users. This mobile website is a prime example of how to develop a consistent experience over different devices and technologies.





**Notes:**  
The Facebook iOS app is a very well designed application. The UI is simple and crisp as it mimics standards pushed by Apple. Users can quickly find the core information they desire via this application. Combining the standardized Facebook design within this mobile app has made it highly successful.

**URL:**  
1) <http://www.facebook.com>  
2) <http://www.facebook.com/mobile>

**Background:**  
Facebook’s mobile website is highly functional and offers as close to a similar experience to ths user as the iOS app does. Users of the mobile site can access the same information and do almost as much as iOS app users. This mobile website is a prime example of how to develop a consistent experience over different devices and technologies.





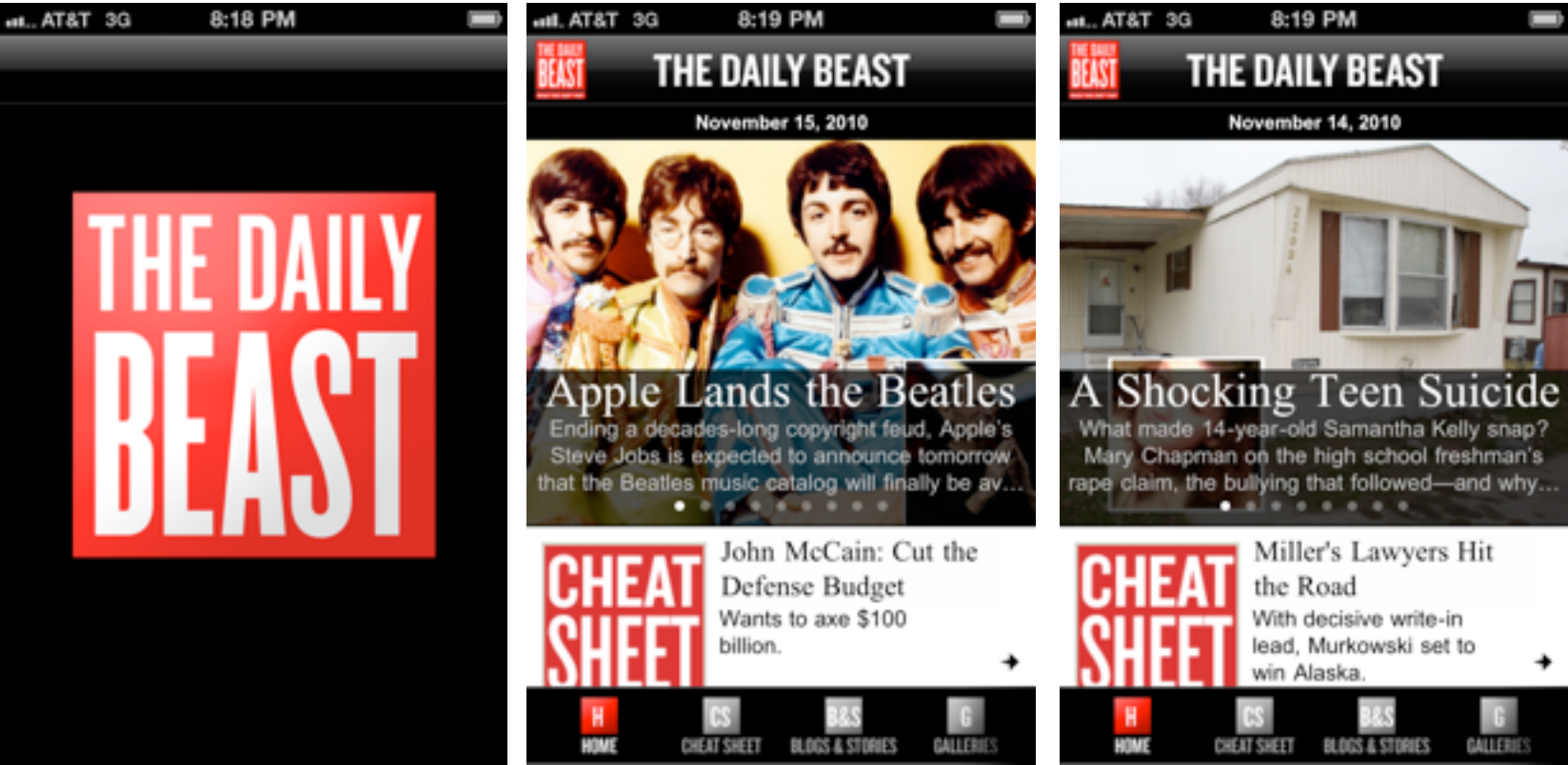
**Notes:**  
EA Mobile is an American video game development studio of the publisher Electronic Arts (EA).

**URL:**  
1) <http://www.eamobile.com>

**Background:**  
The studio's primary business is producing games for mobile phones. It has also produced other entertainment-related software such as ringtone applications, as well as games for other platforms such as PDAs and personal computers. EA Mobile produces games in a wide variety of genres, such as fighting games, puzzle games, and sports titles. Their most well-known products to date include The Sims, Need For Speed, FIFA Soccer and Madden Football as well as a mobile conversion of the widely-known puzzle game Bejeweled, a conversion for Pocket PC of the PC game Worms World Party and their NFL, NBA, and MLB -branded games, in addition to holding the license for the mobile version of Tetris. They have relationships with all major North American wireless service carriers, such as Sprint, Verizon, and Cingular, as well as many minor North American and some major European and Asian carriers. They have offices in Los Angeles, Montreal, London, Tokyo, Hyderabad, Honolulu, Bucharest and São Paulo.

As a publishing company in the wireless video game industry, EA Mobile's primary service is linking game developers, who generally develop the games from idea to playable software, with wireless telecommunications service providers or "carriers", who sell the games to their customers. To this end, they maintain strong relationships with major companies in both groups. In addition, they create, purchase, and maintain proprietary software libraries to aid developers with whom they have working relationships, a common practice among electronic game publishers. They also do the majority of the work regarding quality assurance for their games.





**Notes:**  
The Daily Beast is an American news reporting and opinion website founded and published by Tina Brown, former editor of Vanity Fair and The New Yorker as well as the short-lived Talk Magazine. About one-third of its content is original, while the rest is aggregated links to articles written by other news outlets.

**URL:**  
1) <http://itunes.apple.com/us/app/the-daily-beast/id359917651>

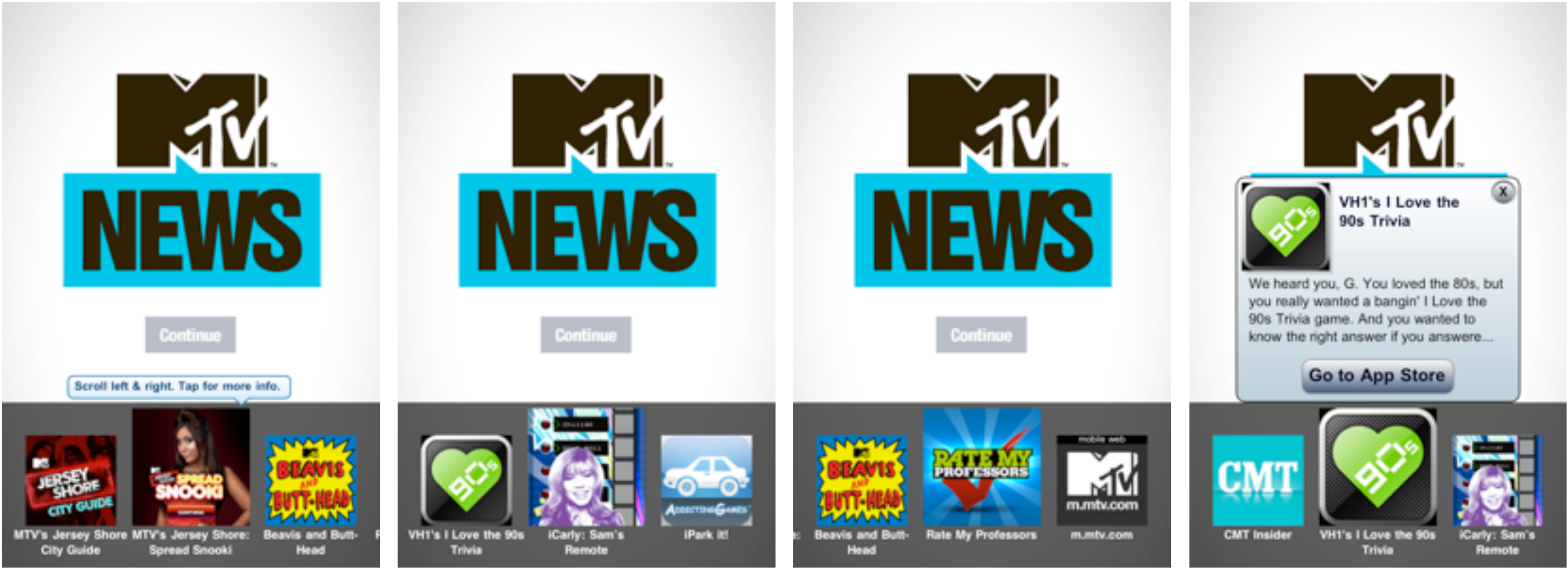
**Background:**  
The Daily Beast was launched on October 6, 2008, and is owned by IAC. Edward Felsenthal, a former Wall Street Journal editor, is the site's executive editor, and Stephen Colvin is its president. The name of the site is derived from that of the fictional newspaper in Evelyn Waugh's novel Scoop. On November 12, 2010, The Daily Beast and Newsweek announced a merger deal, creating the combined company "The Daily Beast Newsweek Publishing."



**Notes:**  
MTV News is the news division of MTV, one of the first and most popular music television network in the U.S., as well as some of MTV's related channels around the world.

**URL:**  
1) <http://itunes.apple.com/us/app/mtv-news/id373174152>

**Background:**  
MTV News began in the late 1980s with the program The Week In Rock, hosted by Kurt Loder, the first official MTV News correspondent. The main opening theme for The Week In Rock has been since 1990 the opening riff to Megadeth's Peace Sells. It first began covering political news in the 1992 American presidential elections, through its "Choose or Lose" campaign. Since then, MTV has run "Choose or Lose" for other presidential elections in the United States. For the 2008 election, Barack Obama and Hillary Clinton appeared on an MTV special to discuss the Iraq war.







**Notes:**  
The Guardian (formerly known as The Manchester Guardian) is a British national daily newspaper owned by the Guardian Media Group.

**URL:**  
1) <http://itunes.apple.com/us/app/the-guardian/id340425655>

**Background:**  
Founded in 1821, it is unique among major British daily newspapers in being owned by a foundation (the Scott Trust, via the Guardian Media Group). It is known for its left-of-centre political stance. At the 2010 election it supported the Liberal Democrats. The Guardian had a certified average daily circulation of 283,063 copies in March 2010, behind The Daily Telegraph and The Times, but ahead of The Independent.

The website, guardian.co.uk, is one of the highest-traffic English-language news websites. According to its editor, The Guardian has the second largest online readership of any English-language newspaper in the world, after the New York Times. The Guardian Weekly, which circulates worldwide, contains articles from The Guardian and its sister Sunday paper The Observer, as well as reports, features and book reviews from The Washington Post and articles translated from Le Monde.

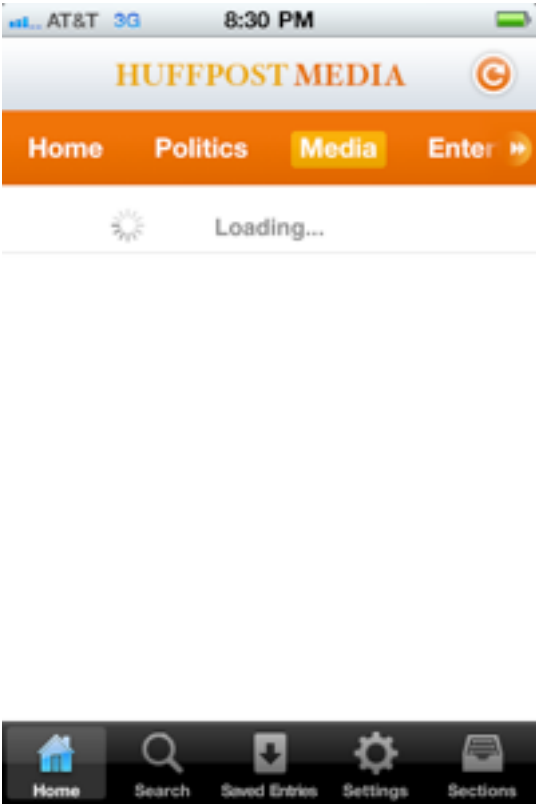


**Notes:**  
The Huffington Post is a American news website and content aggregating blog founded by Arianna Huffington, Kenneth Lerer, and Jonah Peretti, featuring various news sources and columnists.

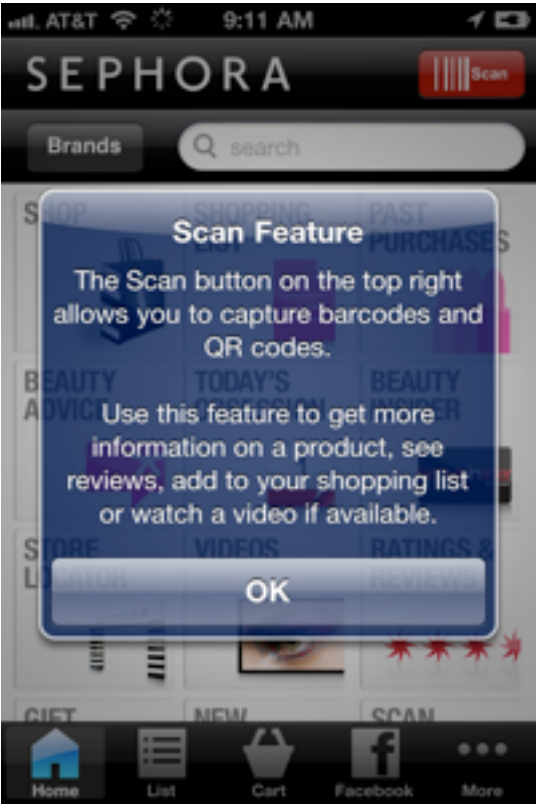
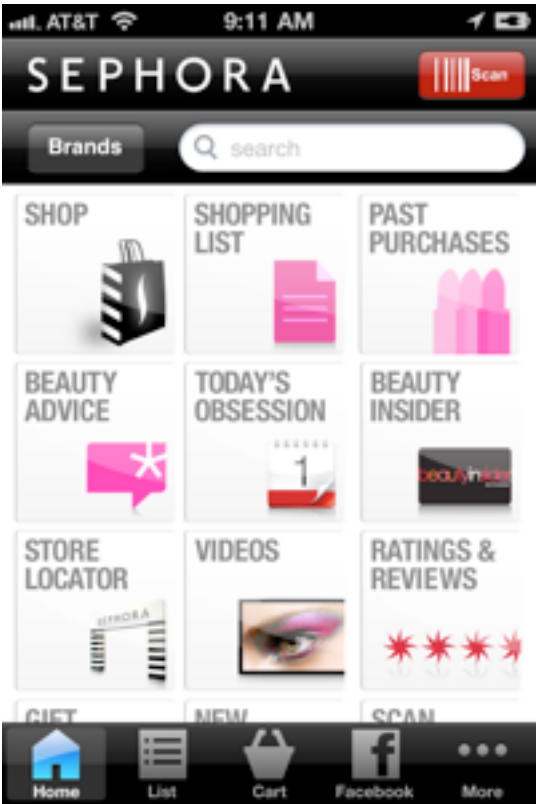
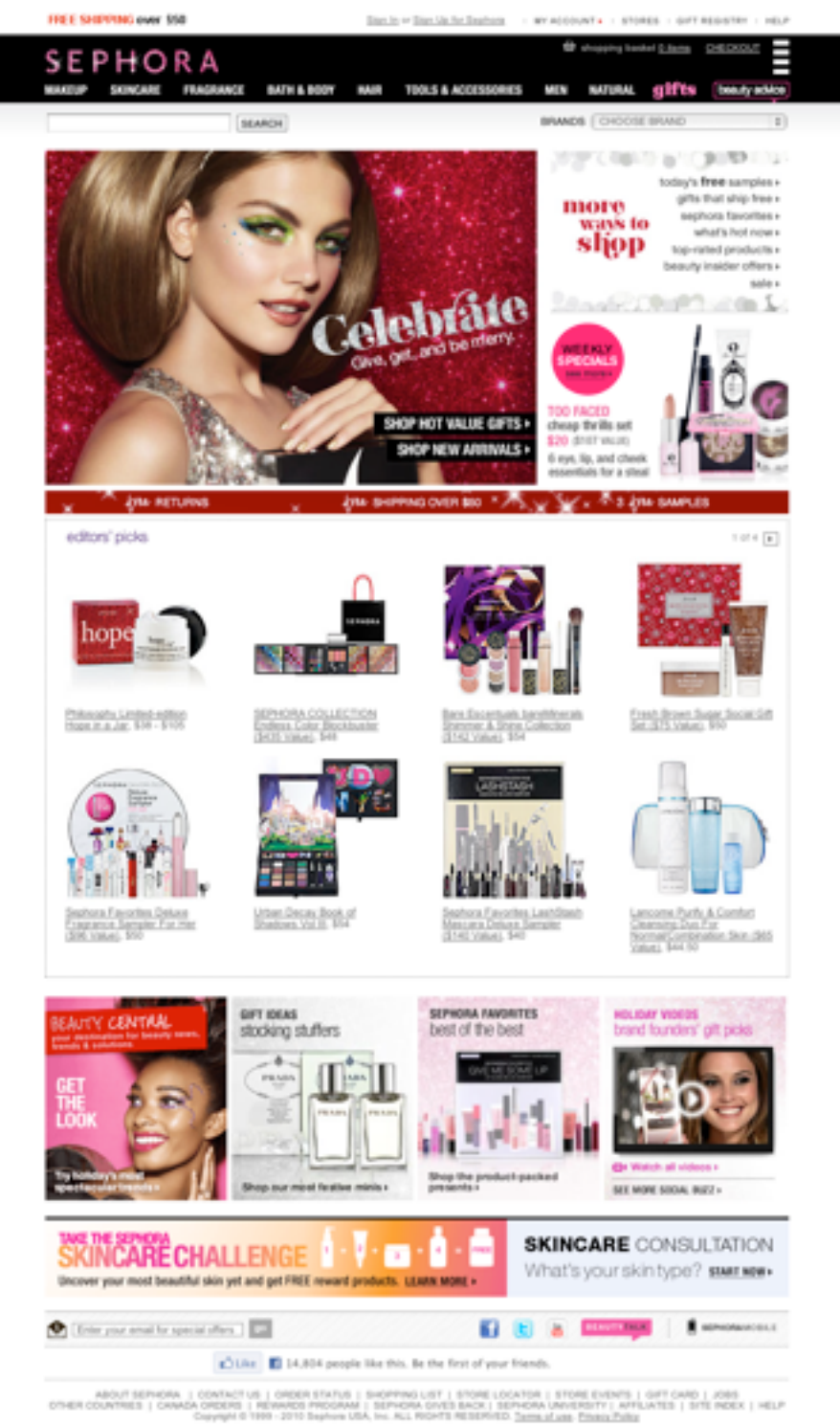
**URL:**  
1) <http://itunes.apple.com/us/app/huffingtonpost-com/id306621789>

**Background:**  
The site offers coverage of politics, media, business, entertainment, living, style, the green movement, world news, and comedy, and has news, blogs, and original content. The Huffington Post was launched on May 9, 2005, as a commentary outlet and alternative to news websites like the Drudge Report.

In 2008, the site launched its first local version, HuffPost Chicago; HuffPost New York launched in June, 2009, HuffPost Denver launched on September 15, 2009, and HuffPost Los Angeles launched on December 2, 2009. The Huffington Post has an active community, with over one million comments made on the site each month. Prior to The Huffington Post, Huffington hosted a website called Ariannaonline.com. Her first foray into the Internet was a website called Resignation.com, which called for the resignation of President Bill Clinton and was a rallying place for conservatives opposing Clinton.





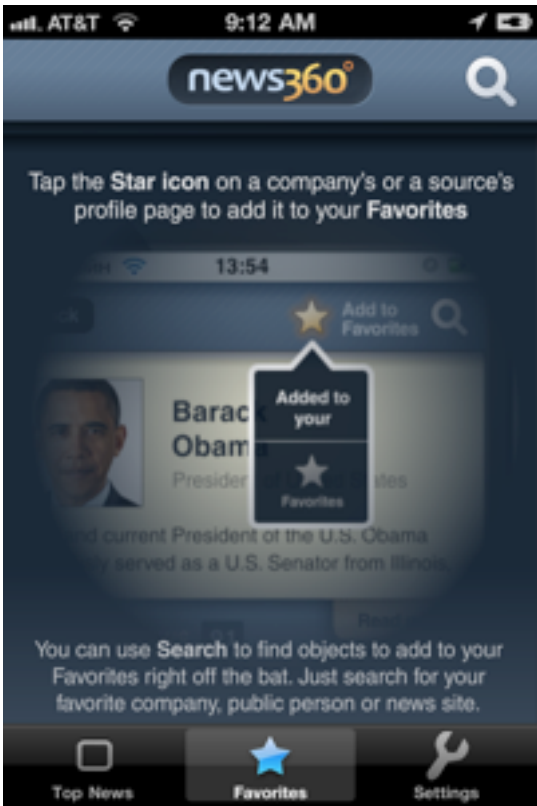
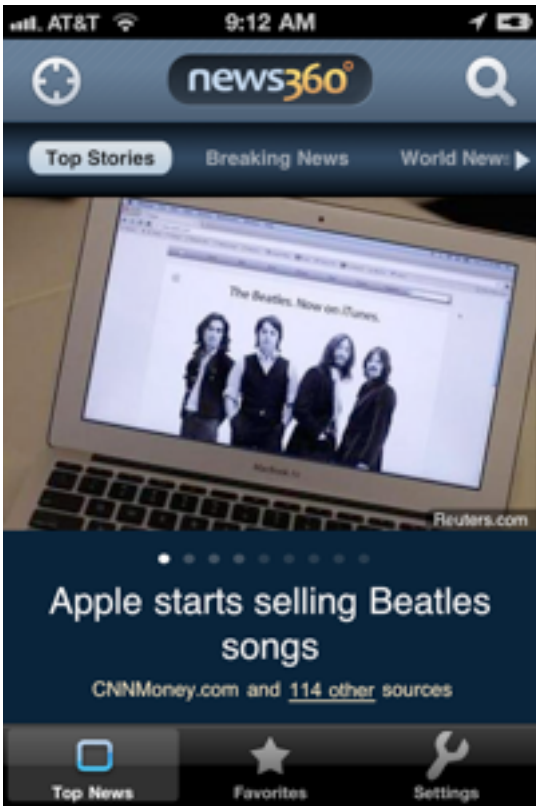


**Notes:**  
Sephora is a chain of cosmetics stores founded in France in 1969 and acquired by Paris-based conglomerate LVMH in 1997.

**URL:**  
1) <http://itunes.apple.com/us/app/sephora-to-go/id393328150>

**Background:**  
The Sephora chain includes more than 750 stores in 21 countries. It carries over 250 brands of items that include makeup, skin care, fragrance, bath, hair products, hair tools, and other beauty accessories, including Sephora's own private label.





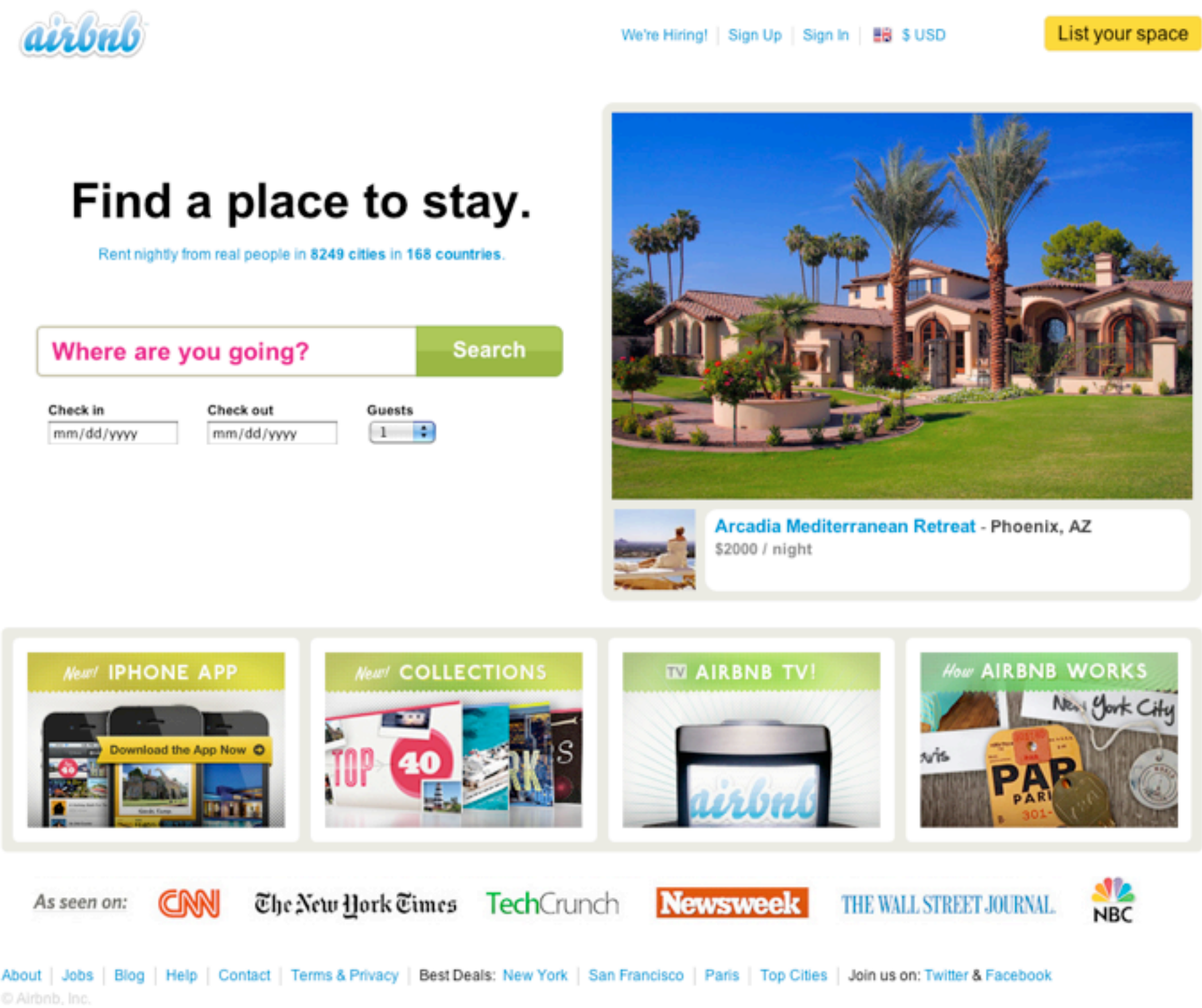
**Notes:**  
News360 delivers headlines and back stories from more than 300+ newspapers and magazines in one intuitive stream, personalized to your location.

**URL:**  
1) <http://itunes.apple.com/us/app/news360/id394648566>

**Background:**  
Feast on eye-popping photos and snack on articles that give you multiple takes on a single story about people, news and brands. Share feeds with friends via Facebook or Twitter, or use News360 cleverly: to break the ice, impress the jaded and change opinion. Key highlights:

- 1) Enjoy English-speaking news streams, live, from respected sources around the globe and around the corner
- 2) Read the hottest stories from an ever-expanding range of sources, political, cultural and social, collected by sophisticated linguistic algorithms
- 3) Dive deeper into the details about people, brands, with hyperlinks to detailed dossiers
- 4) Add the people or companies you want to track to your Favorites Follow on Twitter @mynews360 or on Facebook to get the latest news and updates about News360.





Notes:

The Airbnb App allows everyone to list, discover, and book any of these distinctive spaces - from a private apartment to a private island - directly from your Web Browser, iPhone or iPod Touch.

URL:

1) <http://www.airbnb.com>

Background:

Unlock the doors to inspiring and unique accommodations around the world with the Airbnb App! Airbnb is a trusted community marketplace that connects you with people who have space for rent. Features & Capabilities:

- 1) Book space directly from your iPhone in a few simple clicks
- 2) Find out what your place is worth, and start earning cash renting out your space
- 3) Score Daily Deals on inspiring listings
- 4) Select “Find a place, tonight!” for last minute availability
- 5) Browse amazing Collections to see our most distinctive properties
- 6) Instantly access your upcoming itinerary, complete with directions to your destination
- 7) Message guests and hosts directly from your phone

With over 50,000 listings for rent in more than 8000 cities and 166 countries, we offer the widest variety of accommodations at any price point, anywhere. And by facilitating all bookings and financial transactions, we make filling and reserving space easy. Follow us on Twitter at <http://twitter.com/airbnb> Learn more about Airbnb and the Airbnb App at <http://airbnb.com/iphone>





**Notes:**

The Airbnb App allows everyone to list, discover, and book any of these distinctive spaces - from a private apartment to a private island - directly from your Web Browser, iPhone or iPod Touch.

**URL:**

1) <http://www.airbnb.com>

**Background:**

Unlock the doors to inspiring and unique accommodations around the world with the Airbnb App! Airbnb is a trusted community marketplace that connects you with people who have space for rent. Features & Capabilities:

- 1) Book space directly from your iPhone in a few simple clicks
- 2) Find out what your place is worth, and start earning cash renting out your space
- 3) Score Daily Deals on inspiring listings
- 4) Select "Find a place, tonight!" for last minute availability
- 5) Browse amazing Collections to see our most distinctive properties
- 6) Instantly access your upcoming itinerary, complete with directions to your destination
- 7) Message guests and hosts directly from your phone

With over 50,000 listings for rent in more than 8000 cities and 166 countries, we offer the widest variety of accommodations at any price point, anywhere. And by facilitating all bookings and financial transactions, we make filling and reserving space easy. Follow us on Twitter at <http://twitter.com/airbnb> Learn more about Airbnb and the Airbnb App at <http://airbnb.com/iphone>

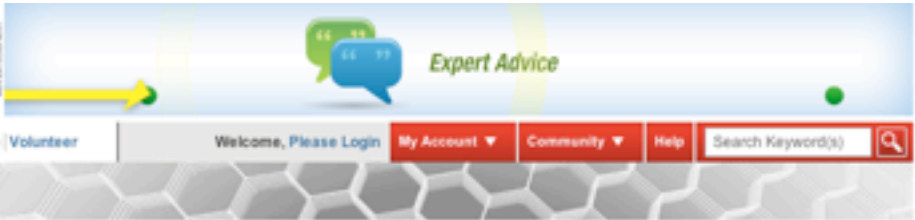




**AARP tips**  
Save up to 30% on ALL FDA-approved medications.



HOME  
HEALTH  
MONEY  
WORK  
PERSONAL GROWTH  
POLITICS & SOCIETY  
RELATIONSHIPS  
HOME & GARDEN  
FOOD  
TRAVEL  
ENTERTAINMENT  
TECHNOLOGY  
GIVING BACK  
MEMBER BENEFITS



**MOBILE**

Get AARP on the go!  
You can now stay up to date on the latest news tailored for you and save money with AARP Member Benefits—no matter where you are! Specifically designed to utilize the features and navigation of the iPhone and iPad, these applications download and sync the latest AARP content directly to your device.



**AARP iPhone App**

Now you can take the AARP experience with you on the go. With the AARP app, you can save money, stay informed and share favorite content with your friends.

**APP FEATURES**

- Read the latest articles from AARP in a mobile-optimized format
- Watch video clips from AARP's video library
- Share interesting content with your friends on Facebook and Twitter
- Join AARP or renew your membership

Download from the iTunes Store today!

**Notes:**

AARP operates as a non-profit advocate for its members and as one of the most powerful lobbying groups in the United States, and it also sells insurance, investment funds and other financial products.

**URL:**

- 1) <http://www.aarp.com>
- 2) <http://itunes.apple.com/us/app/aarp/id394286729>

**Background:**

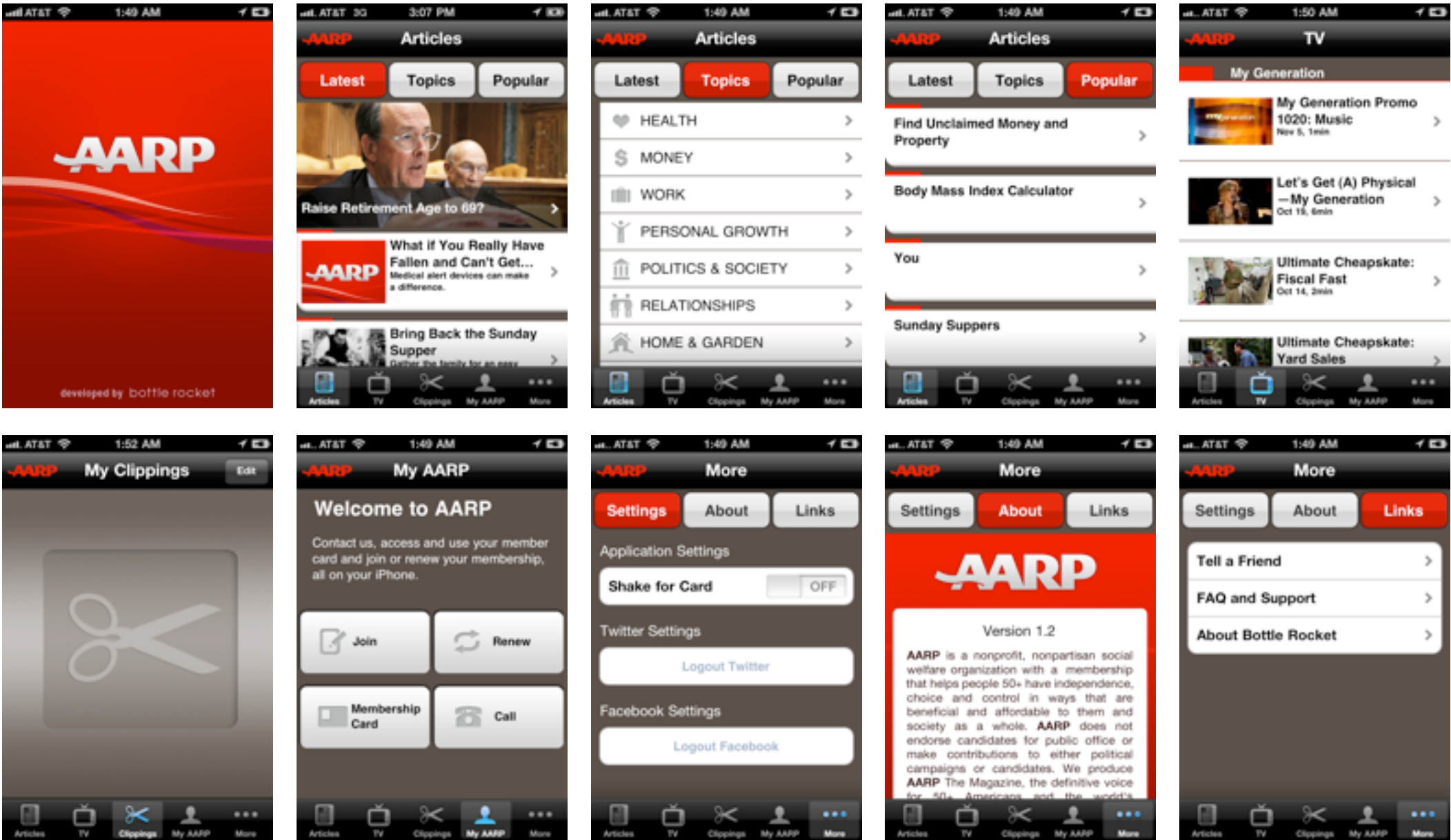
AARP, formerly the American Association of Retired Persons, is a United States-based non-governmental organization and interest group, founded by Dr. Ethel Percy Andrus in 1958 and based in Washington, D.C. According to its mission statement, it is "a nonprofit, nonpartisan membership organization for people age 50 and over ... dedicated to enhancing quality of life for all as we age," which "provides a wide range of unique benefits, special products, and services for our members." AARP claims over 40 million members, making it one of the largest membership organizations in the United States.



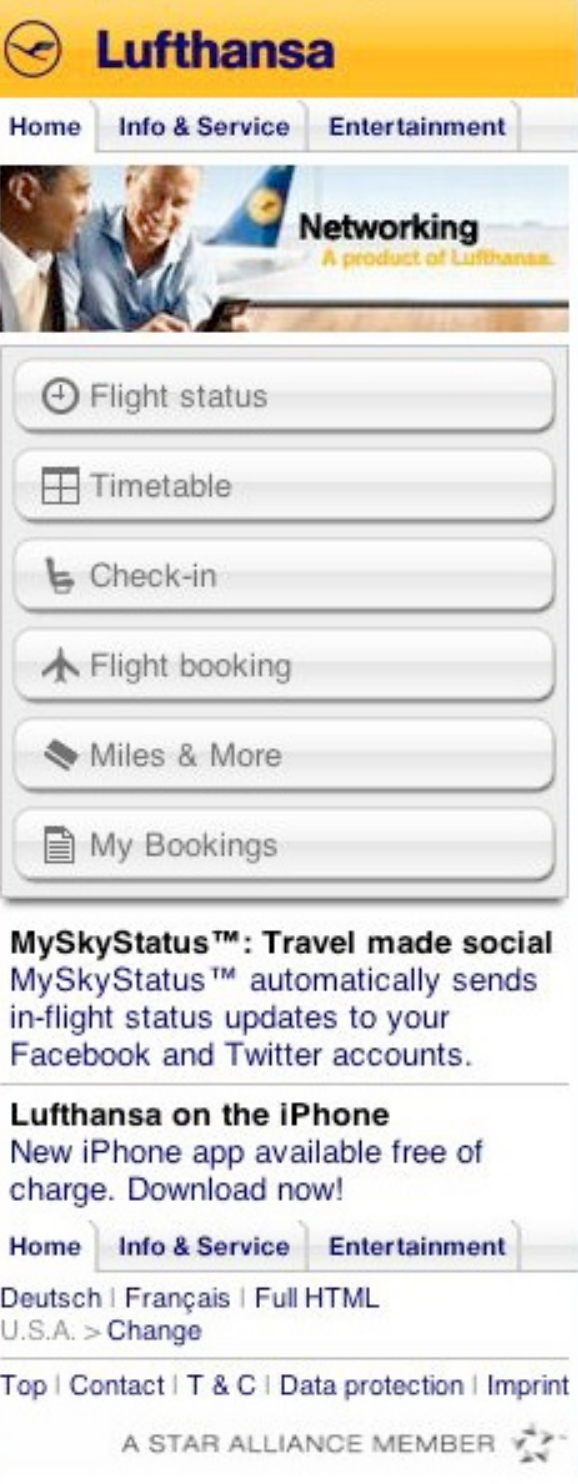
**Notes:**  
AARP operates as a non-profit advocate for its members and as one of the most powerful lobbying groups in the United States, and it also sells insurance, investment funds and other financial products.

**URL:**  
1) <http://www.aarp.com>  
2) <http://itunes.apple.com/us/app/aarp/id394286729>

**Background:**  
AARP, formerly the American Association of Retired Persons, is a United States-based non-governmental organization and interest group, founded by Dr. Ethel Percy Andrus in 1958 and based in Washington, D.C. According to its mission statement, it is "a nonprofit, nonpartisan membership organization for people age 50 and over ... dedicated to enhancing quality of life for all as we age," which "provides a wide range of unique benefits, special products, and services for our members." AARP claims over 40 million members, making it one of the largest membership organizations in the United States.







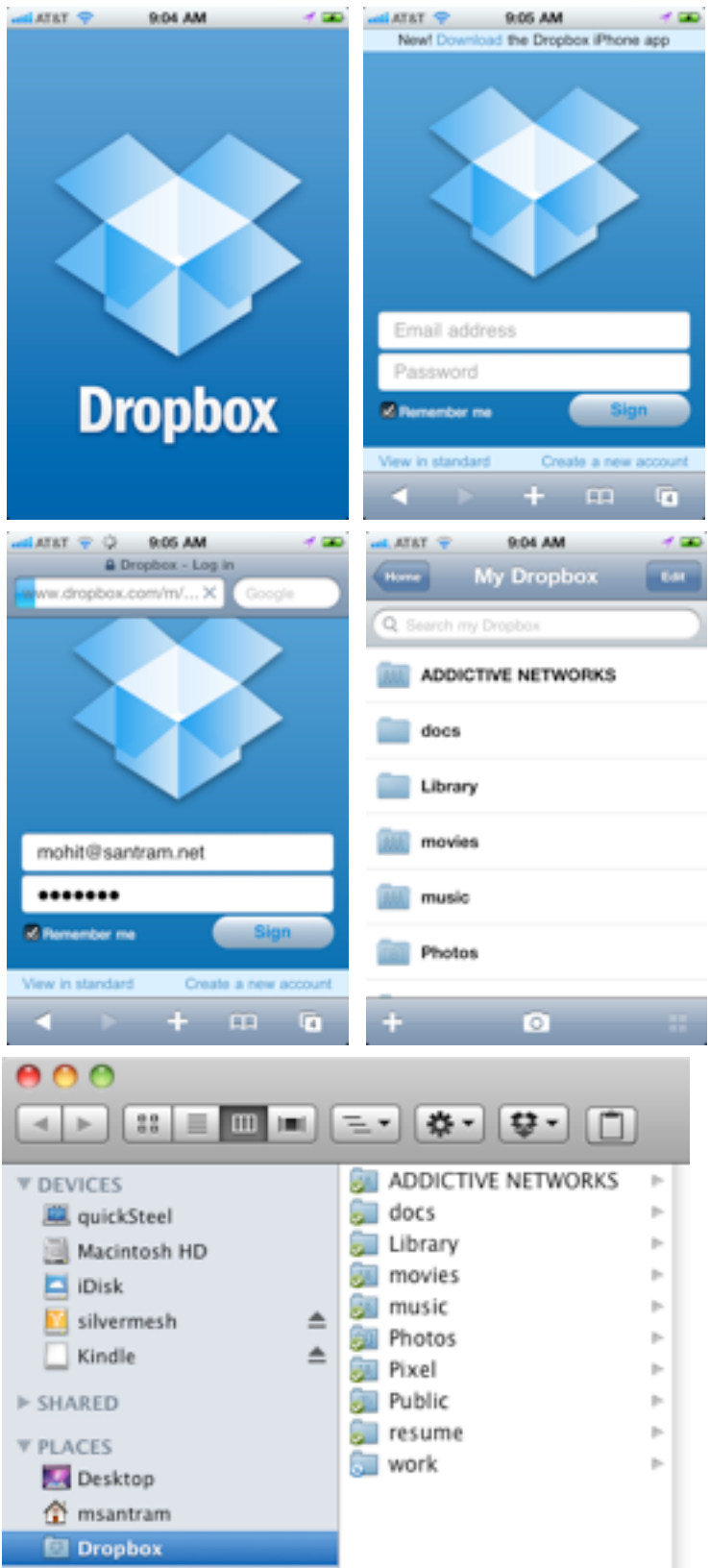
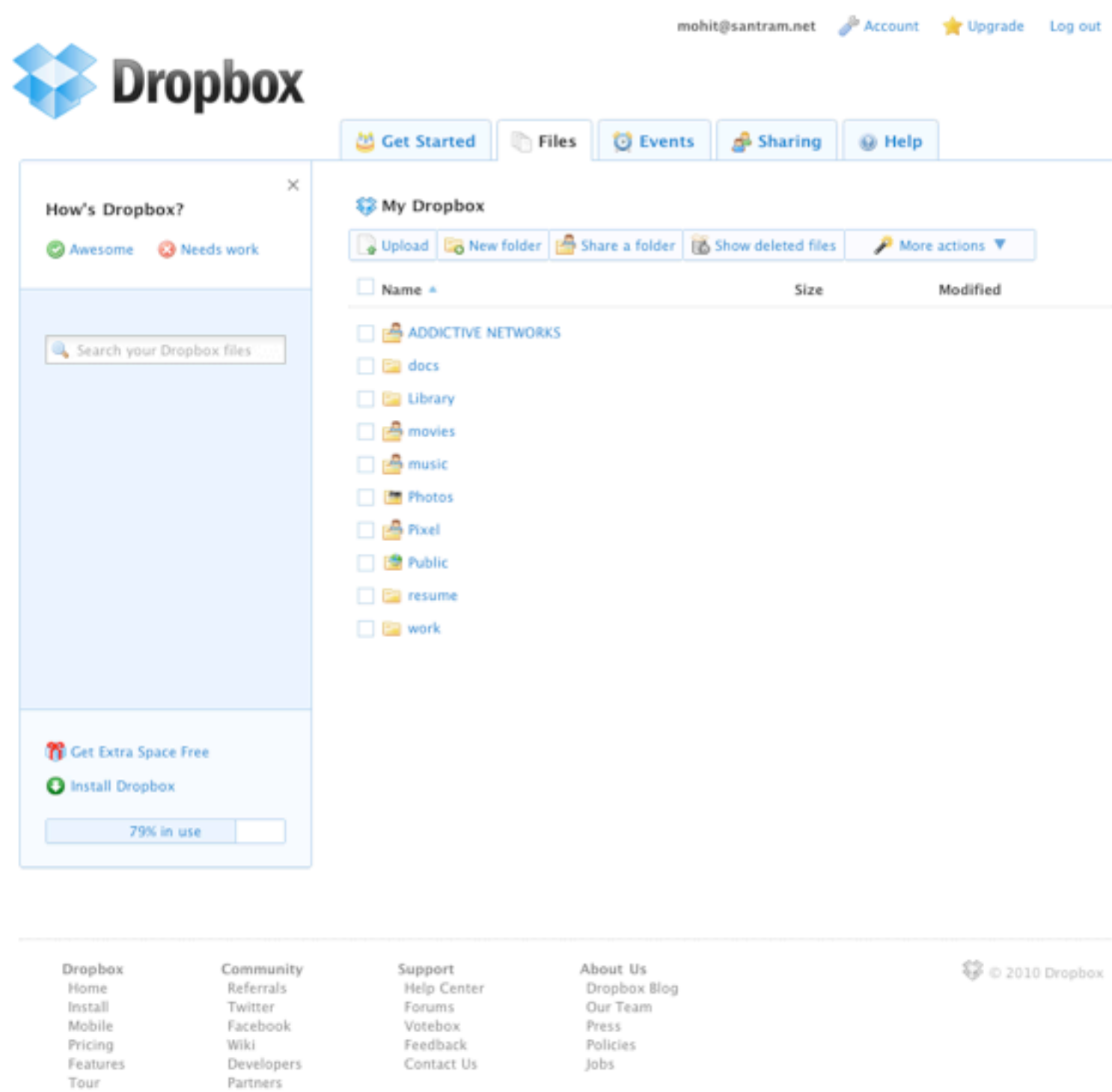
**Notes:**  
Lufthansa offers a simple mobile experience. This web application is easy to use with focus upon the large action buttons. While the text on the screen is too much, the response time is quick. Lufthansa has also built specialized applications for the iPhone, BlackBerry, Nokia and Android.

**URL:**  
1) <http://www.lufthansa.com>  
2) <https://www.myskystatus.com>

**Background:**  
Deutsche Lufthansa AG is the flag carrier of Germany and the largest airline in Europe in terms of overall passengers carried. The name of the company is derived from Luft (the German word for "air"), and Hansa (after Hanseatic League, the powerful medieval trading group).

The airline is the world's fifth-largest airline in terms of overall passengers carried, operating services to 18 domestic destinations and 183 international destinations in 78 countries across Africa, Americas, Asia and Europe. It is also Germany's largest and 2nd largest in Europe. Together with its partners Lufthansa services around 410 destinations. With over 722 aircraft it has the third-largest passenger airline fleet in the world when combined with its subsidiaries. Lufthansa is a founding member of Star Alliance, the world's largest airline alliance formed in 1997. The Lufthansa Group operates more than 500 aircraft and employs worldwide 105,261 people of 146 nationalities (31 December 2007). In 2008, 70.5 million passengers flew with Lufthansa (not including Germanwings, BMI, AUA, Brussels Airlines).





**Notes:**  
Dropbox is a Web-based file hosting service operated by Dropbox, Inc. which uses cloud computing to enable users to store and share files and folders with others across the Internet using file synchronization.

**URL:**  
1) <http://www.dropbox.com>

**Background:**  
Dropbox was founded in 2007 by MIT graduates Drew Houston and Arash Ferdowsi as a Y Combinator startup.

There are both free and paid services, each with varying options. In comparison to similar services, Dropbox offers a relatively large number of user clients across a variety of desktop and mobile operating systems. There are a total of 10 clients, including versions for Microsoft Windows, Mac OS X, and Linux (official and unofficial), as well as versions for mobile devices, such as the iPhone, iPad, Android, and BlackBerry, and a web-based client for when no local client is installed. Dropbox uses the Freemium financial model and its free service provides 2 GB of free online storage. The service's major competitors are Box.net, Sugarsync, Mozy, ZumoDrive and Google Docs.



**Notes:**  
Conan O'Brien has been hugely successful with amassing a loyal following that interacts with him over the internet.

**URL:**

1) <http://www.teamcoco.com>

**Background:**

Conan Christopher O'Brien (born April 18, 1963) is an American television host, comedian, writer, producer and performer. He is currently the host of *Conan*, a late-night talk show that airs on the American cable television station TBS.

O'Brien was born in Brookline, Massachusetts and raised in an Irish Catholic family. He landed his first comedy job as a writer for the sketch comedy series *Not Necessarily the News*, after first serving as president of the Harvard Lampoon while attending Harvard University. After graduating, he moved to Los Angeles, where he wrote for several comedy shows, and later moved to New York City to work on the writing staff of *Saturday Night Live*, and later for *The Simpsons*. O'Brien went on to serve as host of *Late Night with Conan O'Brien* from 1993 to 2009, before going on to host the short-lived *Tonight Show with Conan O'Brien* for seven months.

On April 12, 2010, it was announced that O'Brien would begin hosting a new late-night talk show on cable TV network TBS, with the series beginning on November 8, 2010.







**Notes:**  
Foursquare is a location based social network that incorporates gaming elements.

**URL:**  
1) <http://www.foursquare.com>

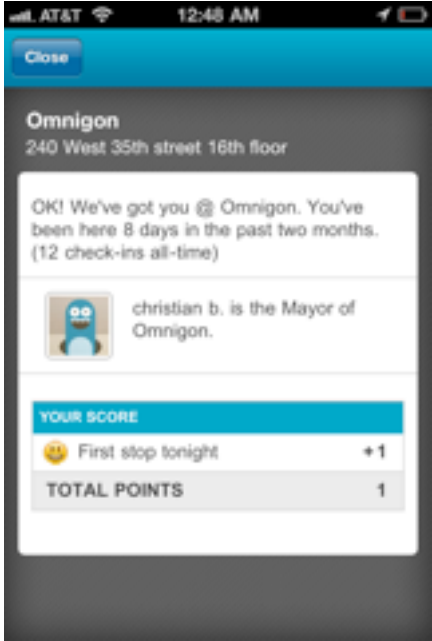
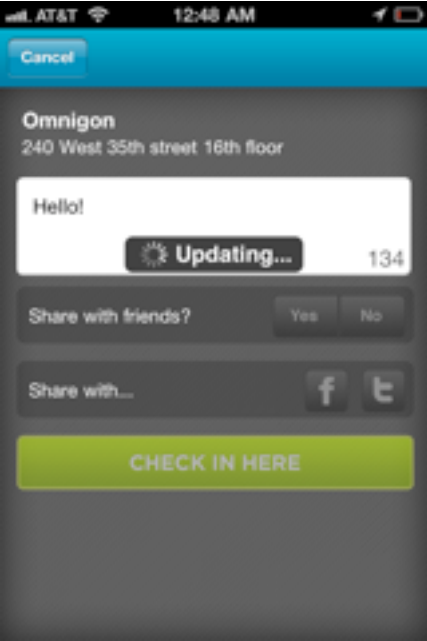
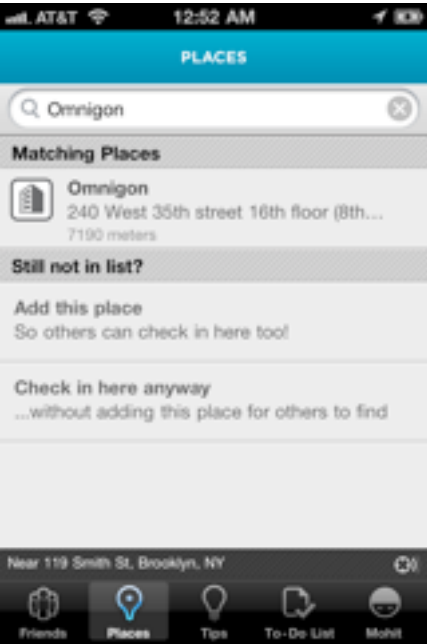
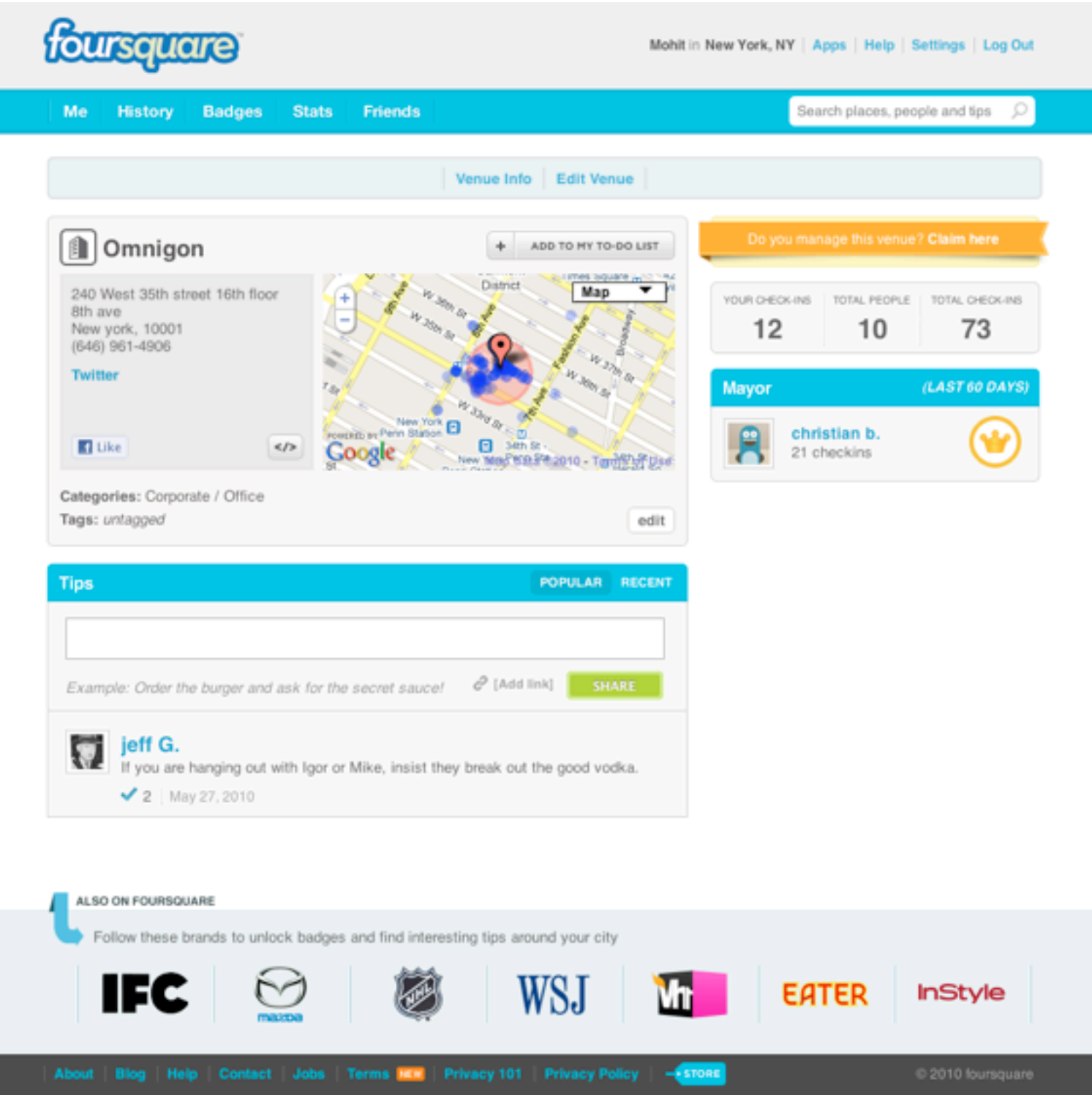
**Availability:**  
iOS/Android/Symbian/webOS/Windows Phone 7/BlackBerry app.

**Statistics:**  
3million + users, 21,378 visits per month, 16,379 people per month, API Available, The free service was launched 2009.

**Background:**  
Users share their location with friends by “checking in” via a smartphone app or by text message. Points are awarded for checking in at various venues. Users can connect their Foursquare accounts to their Twitter and Facebook accounts, which can update when a check in is registered. By checking in a certain number of times, or in different locations, users can collect virtual badges. In addition, users who have checked in the most times at a certain venue will be crowned “Mayor” until someone surpasses their number. Various venues have embraced Foursquare, and offer special deals to users who are “mayors”.







**Notes:**  
Foursquare is a location based social network that incorporates gaming elements.

**URL:**  
1) <http://www.foursquare.com>

**Availability:**  
iOS/Android/Symbian/webOS/Windows Phone 7/BlackBerry app.

**Statistics:**  
3million + users, 21,378 visits per month, 16,379 people per month, API Available, The free service was launched 2009.

**Background:**  
Users share their location with friends by “checking in” via a smartphone app or by text message. Points are awarded for checking in at various venues. Users can connect their Foursquare accounts to their Twitter and Facebook accounts, which can update when a check in is registered. By checking in a certain number of times, or in different locations, users can collect virtual badges. In addition, users who have checked in the most times at a certain venue will be crowned “Mayor” until someone surpasses their number. Various venues have embraced Foursquare, and offer special deals to users who are “mayors”.



FACEBOOK



**Notes:**  
Facebook is the world’s largest social network, with over 500 million users.

**URL:**  
1) <http://www.facebook.com>

**Availability:**  
iOS/Android/Symbian/webOS/Windows Phone 7/BlackBerry

**Statistics:**  
500 + million users. API Available, Launched 2004

**Background:**  
Facebook was founded by Mark Zuckerberg in February 2004, initially as an exclusive network for Harvard students. It was a huge hit: in 2 weeks, half of the schools in the Boston area began demanding a Facebook network. Zuckerberg immediately recruited his friends Dustin Moskowitz and Chris Hughes to help build Facebook, and within four months, Facebook added 30 more college networks.







102

Flickr is almost certainly the best online photo management and sharing application in the world.

1) <http://www.flickr.com>

iOS/Android/Symbian/webOS/Windows Phone 7/BlackBerry

18.4 million users. 68,028,116 visits per month, API Available, Launched 2004

Former game designers Stewart Butterfield and Caterina Fake created Flickr, an online photo sharing network, in 2004. Users have the option of making their pictures private or public, where 80% of these pictures are public. Other features include maps to track where and when photos were taken, tagging, and commenting on photos, and the ability to create postcards and other products. Free (users can upload 100MB of images per month and 2 videos. Pro (\$24.95/year) Allows users to upload unlimited number of images and videos , and receive unlimited bandwidth and storage. Also, Pro users receive ad-free browsing and can access their account statistics. Yahoo purchased Flickr for \$35 million in March of 2005. Since then Flickr continues to compete with other photo-sharing giant Photobucket.



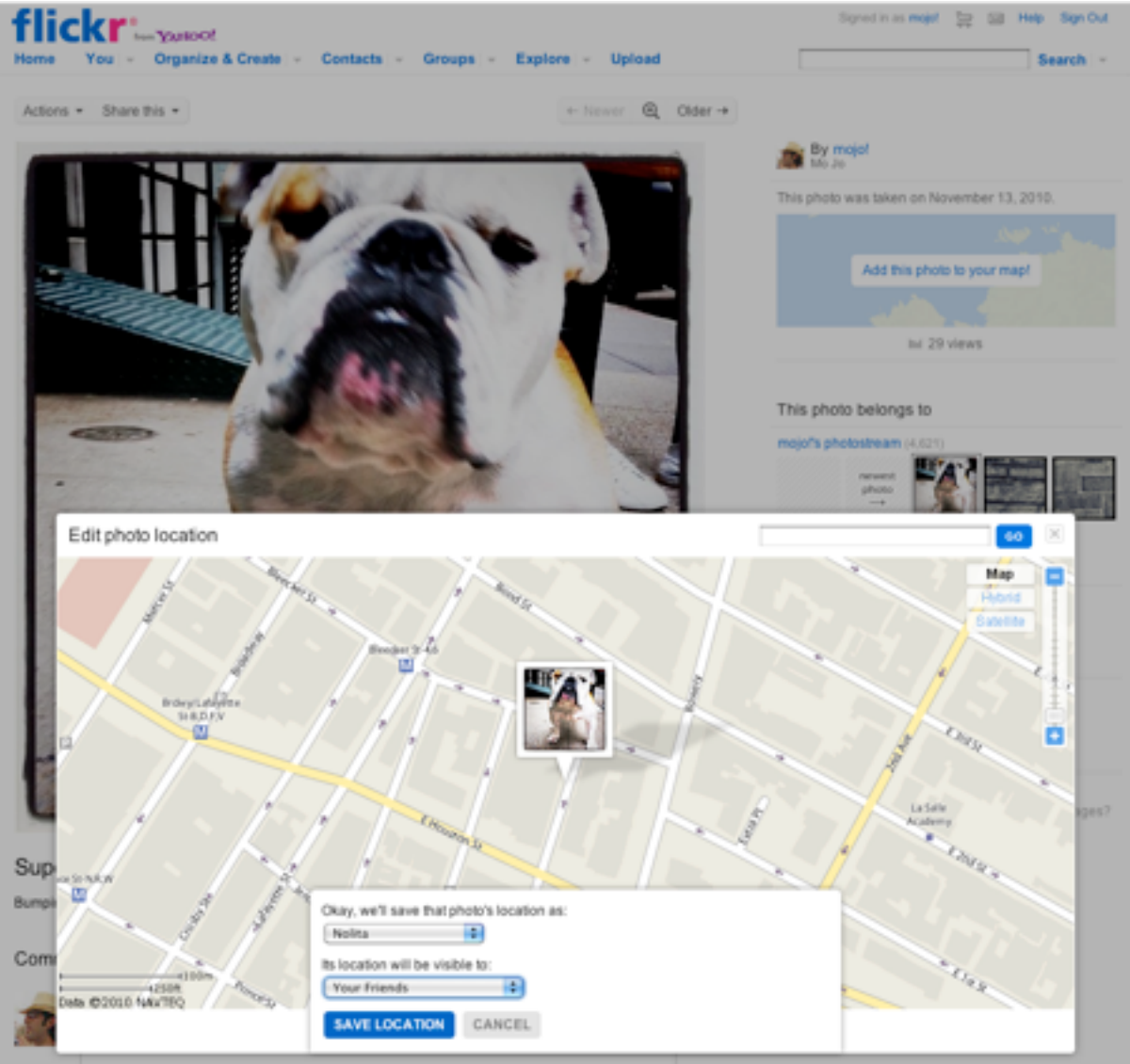
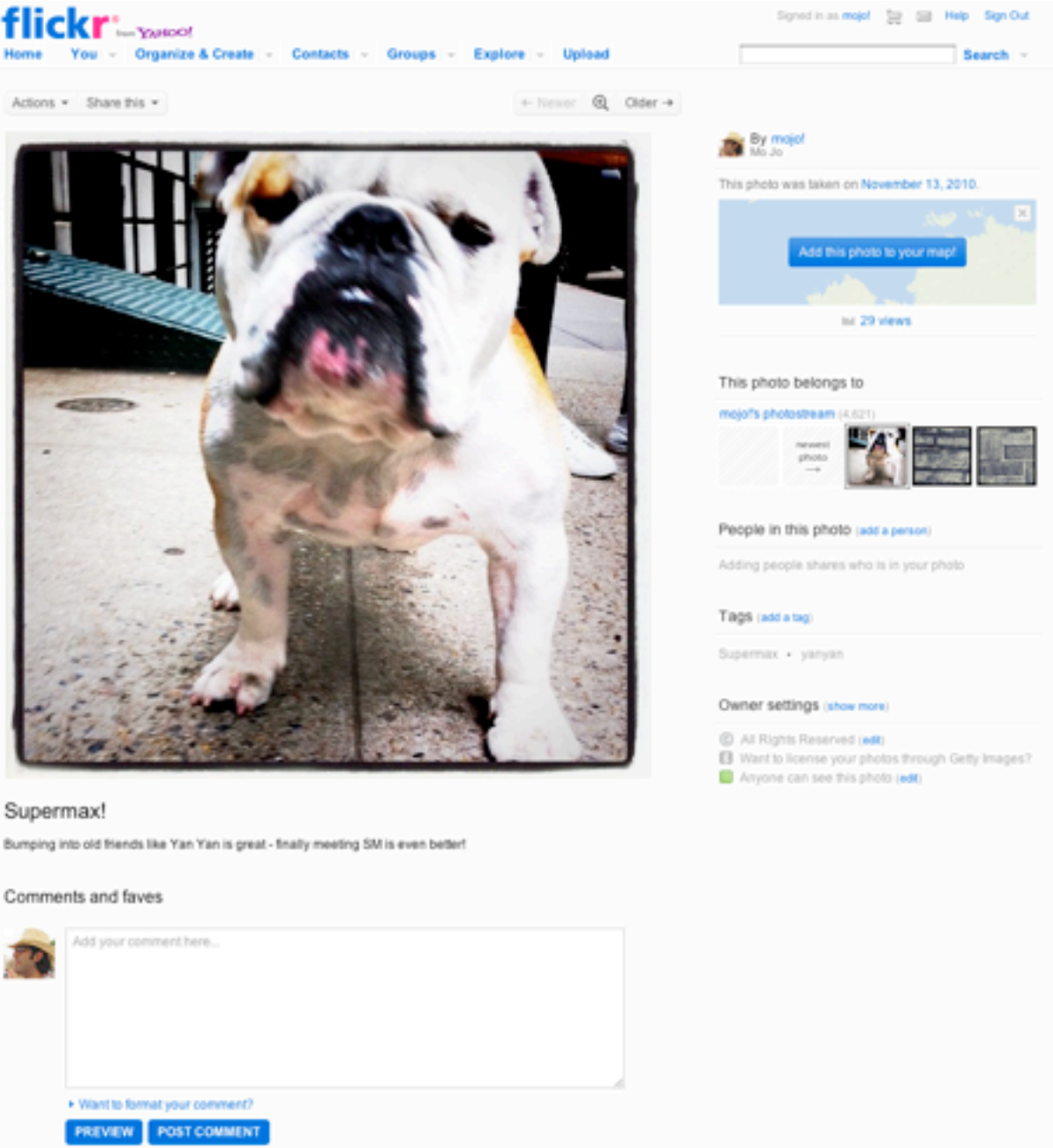


103

**OMNIGON COMMUNICATIONS, LLC**



FLICKR



**Notes:**  
Flickr is almost certainly the best online photo management and sharing application in the world.

**URL:**  
1) <http://www.flickr.com>

**Availability:**  
iOS/Android/Symbian/webOS/Windows Phone 7/BlackBerry

**Statistics:**  
18.4 million users. 68,028,116 visits per month, API Available, Launched 2004

**Background:**  
Former game designers Stewart Butterfield and Caterina Fake created Flickr, an online photo sharing network, in 2004. Users have the option of making their pictures private or public, where 80% of these pictures are public. Other features include maps to track where and when photos were taken, tagging, and commenting on photos, and the ability to create postcards and other products. Free (users can upload 100MB of images per month and 2 videos. Pro (\$24.95/year) Allows users to upload unlimited number of images and videos , and receive unlimited bandwidth and storage. Also, Pro users receive ad-free brewing and can access their account statistics. Yahoo purchased Flickr for \$35 million in March of 2005. Since then Flickr continues to compete with other photo-sharing giant Photobucket.



CRAIGSLIST



craigslist

post to classifieds

my account

help, faq, abuse, legal

search craigslist

for sale

>

event calendar

S	M	T	W	T	F	S
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

haiti earthquake relief

avoid scams & fraud

personal safety tips

craigslist blog

craigslist factsheet

best-of-craigslist

CL<sup>tv</sup> season 2

craigslist movie & dvd

craigslist foundation

system status

terms of use

about

privacy

help

new york city <sup>w</sup>

mnh

brk

que

brx

stn

jsy

lgi

wch

lct

community

activities lost+found

artists musicians

childcare local news

general politics

groups rideshare

pets volunteers

events classes

personals

strictly platonic

women seek women

women seeking men

men seeking women

men seeking men

misc romance

casual encounters

missed connections

rants and raves

discussion forums

1099 gifts pets

apple haiku philos

arts health politic

atheist help psych

autos history queer

beauty housing recover

bikes jobs religion

celebs jokes rofo

comp kink science

crafts l.t.r. shop

diet legal spirit

divorce linux sports

dying loc pol t.v.

eco m4m tax

educ money testing

etiquet motocy transg

feedbk music travel

film npo vegan

fitness open w4w

fixit outdoor wed

food over 50 wine

trugal p.o.c. women

gaming parent words

garden peto writers

housing

apts / housing

rooms / shared

sublets / temporary

housing wanted

housing swap

vacation rentals

parking / storage

office / commercial

real estate for sale

for sale

appliances arts+crafts

antiques auto parts

barter baby+kids

bikes beauty+hlth

boats cars+trucks

books cds/dvd/vhs

business cell phones

computer clothes+acc

free collectibles

furniture electronics

general farm+garden

jewelry garage sale

materials household

rvs motorcycles

sporting music instr

tickets photo+video

tools toys+games

wanted video gaming

services

beauty automotive

creative farm+garden

computer household

cycle labor/move

event skill'd trade

financial real estate

legal sm biz ads

lessons therapeutic

marine travel/vac

pet write/ed/tr8

jobs

accounting+finance

admin / office

arch / engineering

art / media / design

biotech / science

business / mgmt

customer service

education

food / bev / hosp

general labor

government

human resources

internet engineers

legal / paralegal

manufacturing

marketing / pr / ad

medical / health

nonprofit sector

real estate

retail / wholesale

sales / biz dev

salon / spa / fitness

security

skilled trade / craft

software / qa / dba

systems / network

technical support

transport

tv / film / video

web / info design

writing / editing

[ ETC ]

[ part-time ]

gigs

crew computer

event creative

labor domestic

talent writing

resumes

nearby ci

allentown

catskills

central nj

delaware

eastern ct

hartford

hudson valley

jersey shore

lancaster

long island

new haven

new york

north jersey

northwest ct

oneonta

philadelphia

reading

scranton

south jersey

western mass

us cities

us states

canada

ci worldwide

Notes:

craigslist provides local classifieds and forums for jobs, housing, for sale, personals, services, local community, and events.

URL:

1) <http://www.craigslist.org>

Availability:

Windows/Android app/iOS/Symbian/webOS/Windows Phone 7/BlackBerry app

Statistics:

52.3 million users in US. Serves over 20 billion page views per month, making it 33rd place among websites worldwide and 7th place among web sites in the US with over 49.4 million unique Monthly Visitors in the US alone. API not available. Free Service, Launched 1995

Background:

Craigslist is a supremely popular listings site. Craigslist was founded by Craig Newmark in March, 1995, as an email list site for San Francisco and Bay Area events. In June 2000, it added its second city, Boston, and then expanded to the major metropolitan cities in August 2000. As of February 2008, Craiglist now covers 450 in 50 US States and 50 Countries. Serves no ads and stresses a non-corporate culture. It has only 25 employees, all based in San Francisco, and makes money off job ads in 10 cities, as well as brokered apartment listings in NYC. In April 2008 Ebay sued Craigslist over stock dilution issues.



GROUPON



**Notes:** Groupon is currently speculated to be imminently purchased by Google.

**URL:**  
1) <http://www.groupon.com>

**Availability:**  
iOS/Android/BlackBerry/webOS/Windows 7/

**Statistics:**  
4.5 million users in the US. API available, Free Service, Launched 2008

**Background:**  
Features a daily deal on the best stuff to do, see, eat, and buy in over 150 cities worldwide. They do this by promising businesses a minimum number of customers. Therefore, offering deals that aren't available anywhere else. To date, it has saved consumers more than \$300 million.

Groupon originated the concept of using collective buying to get a daily deal on local goods and services, and is an outgrowth of ThePoint.com, an online community launched in 2007 for organizing all forms of group action and fund-raising around a “tipping point” of required participants.







**Notes:**

LivingSocial Deals has a deal per day in multiple cities of up to 90% off at restaurants, bars, spas, comedy clubs, sporting events, theaters, classes, etc.

**URL:**

1) <http://www.livingsocial.com>

**Availability:**

iOS/Android

**Statistics:**

Extensive user base of more than 85 million. API not available, Free Service Launched 2007

**Background:**

LivingSocial is the social commerce leader behind LivingSocial Deals, a group buying program that invites people and their friends to save up to 90 percent each day at their favorite restaurants, spas, sporting events, hotels and other local attractions in major cities. LivingSocial promotes new deal each day to its members who subscribe via email. Offers deals in over 52 cities. LivingSocial has an extensive user base of more than 85 million, and is headquartered in Washington, D.C. To sign up for Deals in your city, or to find out more information about LivingSocial, visit [www.livingsocial.com](http://www.livingsocial.com). You can also follow LivingSocial on Twitter at [www.twitter.com/livingsocial](http://www.twitter.com/livingsocial).





Notes:

LinkedIn strengthens and extends your existing network of trusted contacts. LinkedIn is a networking tool that helps you discover inside connections.

URL:

1) <http://www.linkedin.com>

Availability:

iOS/Android/Windows 7/webOS/BlackBerry/Symbian

Statistics:

More than 75 million users. API available, FreeService Launched 2003

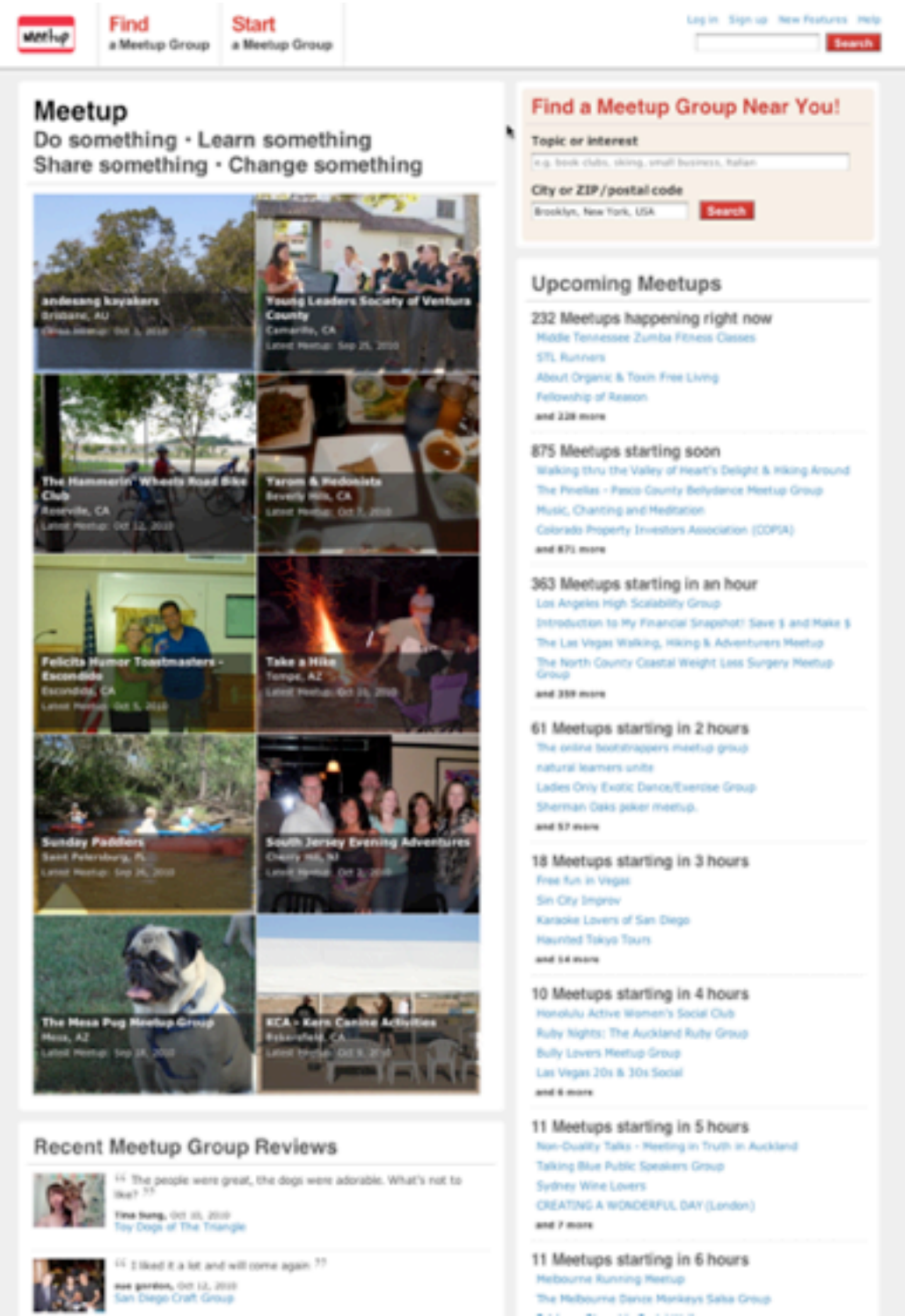
Background:

Professional networking site that allows member to create business contacts, search for jobs, and find potential clients. Users can create their own professional profile to be viewed by others in their network. Users can invite anon to join their list of connections, further expanding their professional network.

With more than 67 million users representing 150 industries around the world, LinkedIn is a fast-growing professional networking site that allows members to create business contacts, search for jobs, and find potential clients. Individuals have the ability to create their own professional profile that can be viewed by others in their network, and also view the profiles of their own contacts. Competitors to LinkedIn include sites such as XING, Doostang and Ecademy. Of note, LinkedIn won two Webby awards in 2007 for services and social networking.



MEETUP



**Notes:**  
Helps groups of people with shared interests plan meetings and form offline clubs in local communities around the world.

**URL:**  
1) <http://www.meetup.com>

**Availability:**  
iOS/Android/Blackberry

**Statistics:**  
Over 6.5 million people have created and joint local Meet up Groups. These groups have held over 1 million local Meetups. API available, Free Service Launched 2001.

**Background:**  
Social networking portal that creates offline group meetings in various locations around the world. Members find and join groups by common interest and arrange a place and time to meet in the users' ZIP code area. Meetup is a local community organizing network. Over 6.5 million people have created and joined long-lasting local Meetup Groups around shared interests and purposes. These groups and clubs have held over 1 million local meetups.





**Notes:**  
Free personal finance software to assist you to manage your money, financial planning, and budget planning tools. Achieve your financial goals with Mint.

**URL:**  
1) <http://www.mint.com>

**Availability:**  
iOS/Android/Blackberry/Symbian/webOS

**Statistics:**  
Over 1 million users. 370,000 visitors per month in U.S. API not available, Free Service Launched in 2007.

**Background:**  
Free online personal finance service that is aimed to make managing and saving money online easy and secure. Service is accessible anywhere, anytime over the web. Users register anonymously using only a valid email address and the site automatically pull bank, credit card, mortgage, loan and investment transactions from over 7,500 US financial institutions daily, keeping users up-to-date with their finances with no data entry, import or synching required. Touted as “easy and secure way to manage and save money online.” Mint.com was acquired by Intuit in September 2009. Mint.com’s patent-pending technology categorizes all transactions, showing users how much they spend on gas, groceries, restaurants, and more; their bank. credit card and investment account balances; the amount of interest they’re earning/paying, etc.





NETFLIX

Member Sign In

Start Your Free Trial

How It Works

Browse Selection

Free Trial Info

Watch as many movies as you want!

For only \$8<sup>99</sup> a month.

✓ Get movies 2 ways for 1 low price

✓ DVDs by mail plus watch instantly on your TV

✓ Cancel anytime

Questions? 1-866-636-3076  
24 hours a day

Start Your Free Trial

Free trial offer details.

Email

Confirm Email

Password4-10 characters

Confirm Password

Continue

FREE TRIAL

Secure Server

We value your privacy. Netflix will not sell or rent your email address to third parties.

Unlimited TV episodes & movies instantly over the Internet plus unlimited DVDs by mail!

Connect devices like these to your Netflix account to watch instantly on your TV.

Wii

Learn more >

PS3

Learn more >

XBOX 360

Learn more >

Watch as often as you want, anytime you want.

Watch instantly on your computer too!

PLAY

PLUS

Exchange as often as you want.

No late fees - ever!

Start Your Free Trial

How It Works

Browse Selection

Free Trial Info

Gifts: Buy / Redeem

About Us

Affiliates

Blog

Contact Us

Developers

Genres

Investor Relations

Jobs

Media Center

Netflix Prize

RSS

Watch instantly right on your TV via your Wii, PS3, Xbox, and more devices

United States

Canada

Use of the Netflix service and this Web site constitutes acceptance of our Terms of Use and Privacy Policy.

© 1997-2010 Netflix, Inc. All rights reserved. U.S. Patent No. 7,024,381 and U.S. Patent No. 6,984,455. (10%) USA

**Notes:**  
Watch TV Shows & Movies Online or Streaming to your TV via Wii, Xbox, PS3 & many other devices. For Only \$7.99 a month.

**URL:**  
1) <http://www.netflix.com>

**Availability:**  
iOS/Windows Phone 7/webOS/Android/BlackBerry/Symbian

**Statistics:**  
15million users, over 60% of them streaming content. API available.  
Monthly Fee (varies), Founded in 1997.

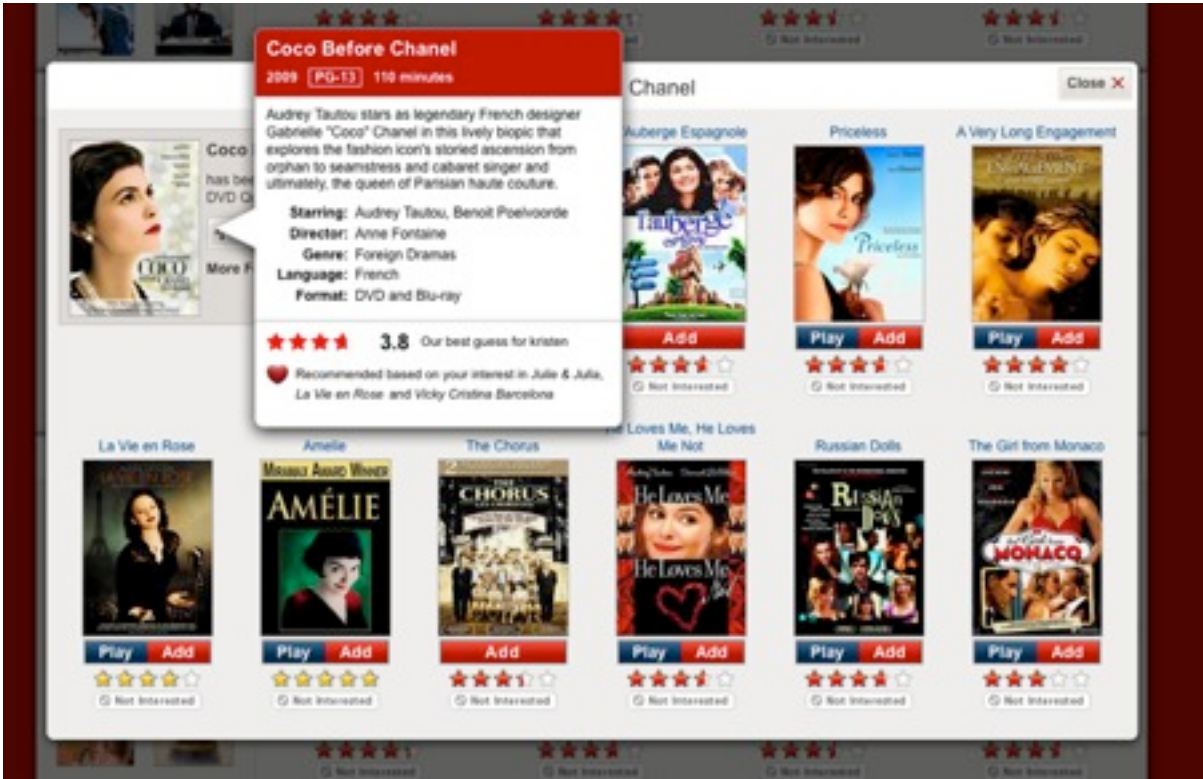
**Background:**  
Easy-to-use interface to update queue, which enables users to save movie titles they'd like to rent. The world's leading Internet subscription service for movies and TV shows. Also allows users to view many titles online, without having to wait to receive it in the mail. For \$8.99 a month, Netflix members in the U.S. can instantly watch unlimited movies and TV episodes streaming right to their TVs and computers and can receive unlimited DVDs delivered quickly to their homes. In Canada, streaming unlimited movies and TV shows from Netflix is available for \$7.99 a month. There are never any due dates or late fees with Netflix. A large and expanding base of devices streaming from Netflix are available in the U.S. and a growing number are available in Canada.

111

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL





DVD (51)

Instant (38)

Questions? Visit our [FAQ](#) section

Show all [DVD](#) and [Instant](#) activity

DVDs At Home

	Movie Title	Instant	Star Rating	Shipped	Est. Arrival	
1.	<a href="#">Snatch</a>		★★★★☆	10/09/10	10/12/10	<a href="#">Report Problem</a>
2.	<a href="#">Happy-Go-Lucky</a>		★★★★☆	09/14/10	09/15/10	<a href="#">Report Problem</a>
3.	<a href="#">Robin Hood: Men in Tights</a>	<a href="#">Play</a>	★★★★☆	09/14/10	09/15/10	<a href="#">Report Problem</a>

DVD (47)

[Update DVD Queue](#)

List Order	Movie Title	Instant	Star Rating	Genre	Expected Availability	Remove
1	<a href="#">The IT Crowd: Series 3</a>	<a href="#">Play</a>	★★★★☆	<a href="#">Television</a>	Now	✕
2	<a href="#">Pixar Short Films: Vol. 1</a>		★★★★☆	<a href="#">Children &amp; Family</a>	Now	✕
3	<a href="#">Mad Men: Season 2: Disc 1</a>		★★★★★	<a href="#">Television</a>	Now	✕
4	<a href="#">Mad Men: Season 2: Disc 4</a>		★Series★	<a href="#">Television</a>	Now	✕
5	<a href="#">Mad Men: Season 2: Disc 3</a>		★Series★	<a href="#">Television</a>	Now	✕
7	<a href="#">The Curious Case of Benjamin Button</a>		★★★★☆	<a href="#">Drama</a>	Now	✕
8	<a href="#">Horton Hears a Who!</a>		★★★★☆	<a href="#">Children &amp; Family</a>	Now	✕
9	<a href="#">Revolutionary Road</a>		★★★★☆	<a href="#">Drama</a>	Now	✕
10	<a href="#">The Last Days of Disco</a>		★★★★☆	<a href="#">Independents</a>	Now	✕
11	<a href="#">The Dreamers</a>		★★★★☆	<a href="#">Drama</a>	Now	✕
12	<a href="#">Kinsey</a>		★★★★☆	<a href="#">Drama</a>	Now	✕
13	<a href="#">My Dinner with Andre</a>		★★★★☆	<a href="#">Drama</a>	Now	✕
14	<a href="#">Short Cuts</a>		★★★★☆	<a href="#">Drama</a>	Now	✕

Notes:

Watch TV Shows & Movies Online or Streaming to your TV via Wii, Xbox, PS3 & many other devices. For Only \$7.99 a month.

URL:

1) <http://www.netflix.com>

Availability:

iOS/Windows Phone 7/webOS/Android/BlackBerry/Symbian

Statistics:

15million users, over 60% of them streaming content. API available. Monthly Fee (varies), Founded in 1997.

Background:

Easy-to-use interface to update queue, which enables users to save movie titles they'd like to rent. The world's leading Internet subscription service for movies and TV shows. Also allows users to view many titles online, without having to wait to receive it in the mail. For \$8.99 a month, Netflix members in the U.S. can instantly watch unlimited movies and TV episodes streaming right to their TVs and computers and can receive unlimited DVDs delivered quickly to their homes. In Canada, streaming unlimited movies and TV shows from Netflix is available for \$7.99 a month. There are never any due dates or late fees with Netflix. A large and expanding base of devices streaming from Netflix are available in the U.S. and a growing number are available in Canada.



TWITTER



Notes:

Twitter is without a doubt the best way to share and discover what is happening right now.

URL:

1) <http://www.twitter.com>

Availability:

iOS/Windows 7 Phone/BlackBerry/Android/webOS/Symbian

Statistics:

Over 145 Million users, almost 300,000 apps. API available, Free Service Launched 2006.

Background:

Twitter, founded by Jack Dorsey, Biz Stone, and Evan Williams in March 2006 (launched publicly in July 2006), is a social networking and micro-blogging service that allows users to post their latest updates. An update is limited by 140 characters and can be posted through three methods: web form, text message, or instant message. The company has been busy adding features to the product like Gmail import and search. They recently launched a new site section called “Explore” for external and third party tools that interact with Twitter and a new visualization tool called Twitter Blocks. The service was started by Obvious Corp, who also started Odeo. In April 2008 Twitter launched Twitter Japan in partnership with Digital Garage.





PANDORA



**Notes:**  
Pandora radio is the personalized internet radio service that helps you find new music based on your old and current favorites.

**URL:**  
1) <http://www.pandora.com>

**Availability:**  
iOS/Windows 7 Phone/BlackBerry/Android/webOS/Symbian

**Statistics:**  
Over 145 Million users, almost 300,000 apps. API available, Free Service Launched 2006.

**Background:**  
Enables users to send and read other users' messages called tweets. Tweets are publicly visible and will only be seen if a user chooses to follow or be followed. Users can send tweets by SMS, instant message, or via the twitter website. Tweets limited to 140 characters. Keeps users up-to-date on what people are currently engaged in or thinking about.



YOUTUBE



**Notes:**  
YouTube is a place to discover, watch, upload and share videos

**URL:**  
1) <http://www.youtube.com>

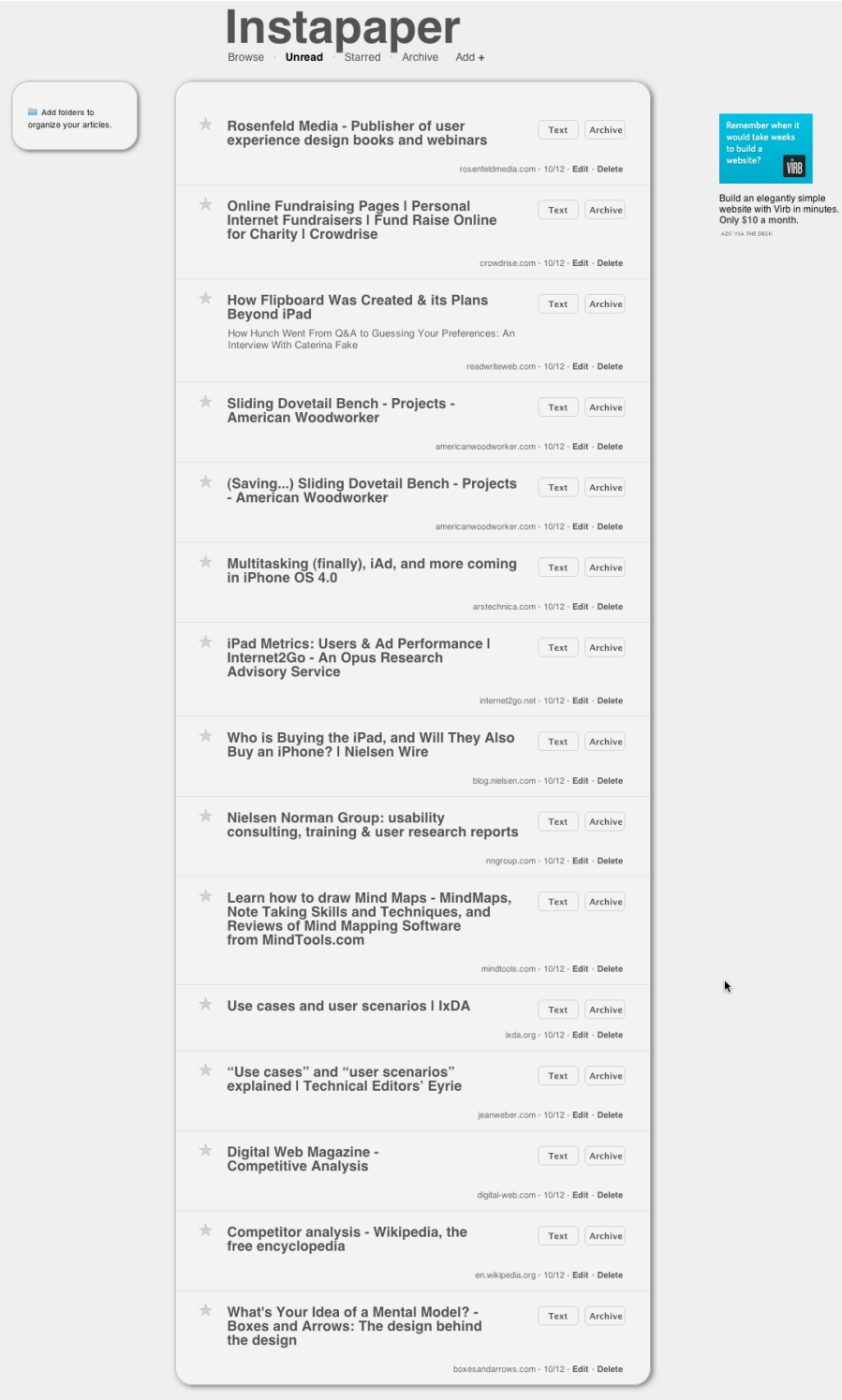
**Availability:**  
iOS/Android/BlackBerry/webOS/Windows 7 Phone/Symbian

**Statistics:**  
Reached 1 Billion Views per day, over 100 Million US Viewers. API available. Free Service Launched in 2005.

**Background:**  
Leader in online video sharing, with videos uploaded worldwide. People can see first-hand accounts of current events as well as search for specific people, topics, etc. Offers many videos in different quality levels and accepts videos in most formats. YouTube was founded in 2005 by Chad Hurley, Steve Chen and Jawed Karim, who were all early employees of PayPal. YouTube allows people to easily upload and share video clips across the Internet through websites, mobile devices, blogs, and email. As more people capture special moments on video, YouTube is empowering them to become the broadcasters of tomorrow.



# INSTAPAPER



**Notes:**

Save long web pages to read later, when you have time, on your computer, iPhone, iPad, or Kindle.

**URL:**

1) <http://www.instapaper.com>

**Availability:**

iOS/Android/BlackBerry/Windows 7 Phone/Symbian

**Statistics:**

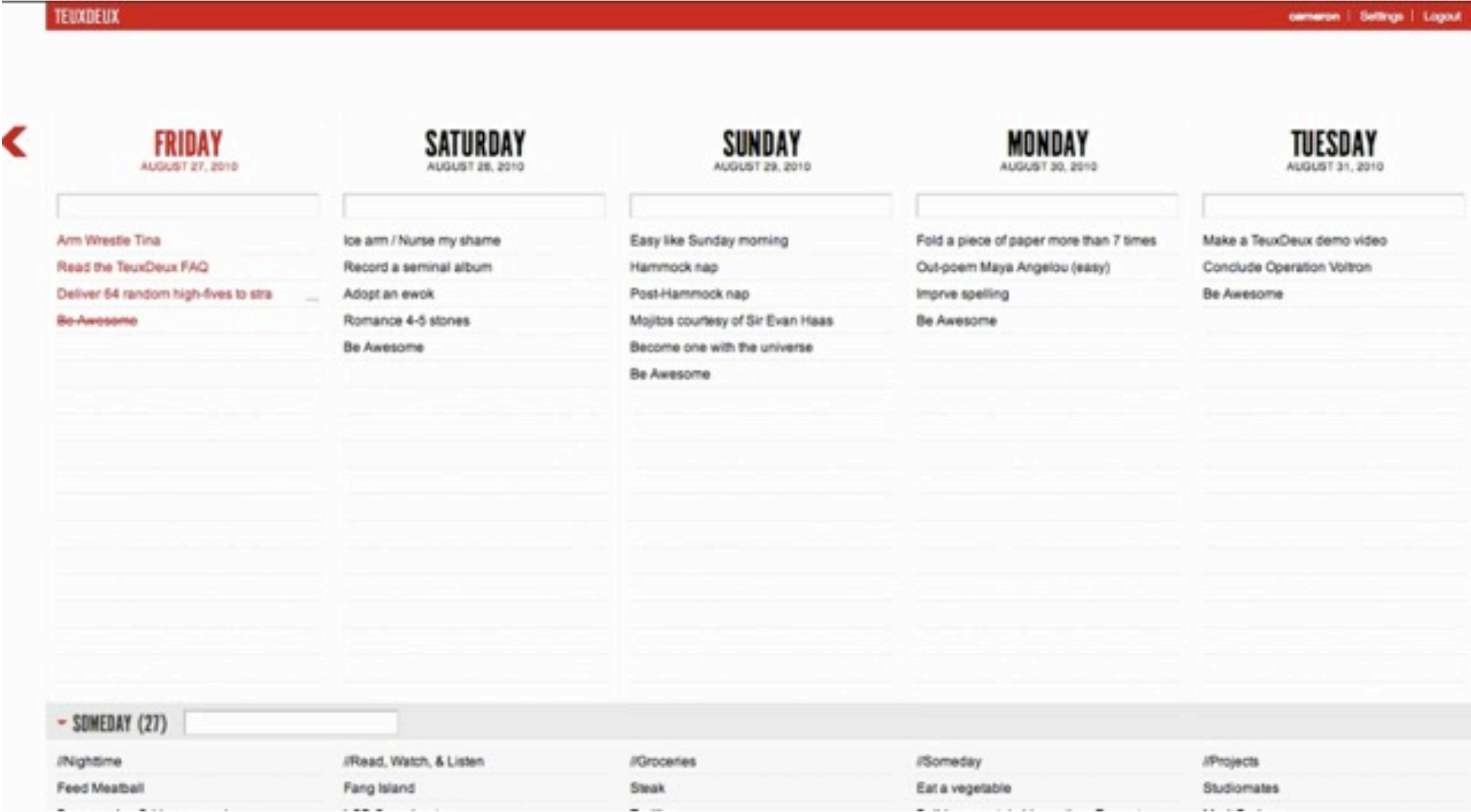
20, 000 visitors in US. API available, Free Service Launched in 2008.

**Background:**

Simple bookmarking tool to save web pages for reading later. Instapaper is a simple bookmarking tool. It is both a web-based app and there is an iPhone version. It is made by Marco Arment, who is the lead developer for Tumblr.



TEUXDEUX



**Notes:**  
TeuxDeux is a simple, designy, free, browser-based to-do app.

**URL:**  
1) <http://www.teuxdeux.com>

**Availability:**  
iOS/Android

**Statistics:**  
Exact Metrics unknown. API not available, Free Service Launched in 2009.

**Background:**  
Creates to-do lists where items that aren't taken care of on that day are moved into the next day automatically. Users can also manually drag items from one day to another time in the future. The interface is very minimal, though, designed and simple to use.





Notes:

TED: Ideas worth spreading. TED is a small nonprofit devoted to Ideas Worth Spreading -- through TED.com, our annual conferences, the annual TED Prize and local TEDx events.

URL:

1) <http://www.ted.com>

Availability:

Android/BlackBerry/iOS

Statistics:

413,000 US people monthly, 1million global. API availability not known, Free Service Launched in 2007.

Background:

Main purpose is to spread ideas worldwide via TED.com. Have several conferences yearly as well. TED, short for Technology, Entertainment, Design, is a small nonprofit foundation known for its annual conferences. TEDTalks are videos of lectures from the conferences and are shared widely online.



NEWSMAP



**Notes:**  
Newsmap is an application that visually reflects the constantly changing landscape of the Google News news aggregator.

**URL:**  
1) <http://www.Newsmap.jp>  
2) <http://marumushi.com/projects/newsmap>

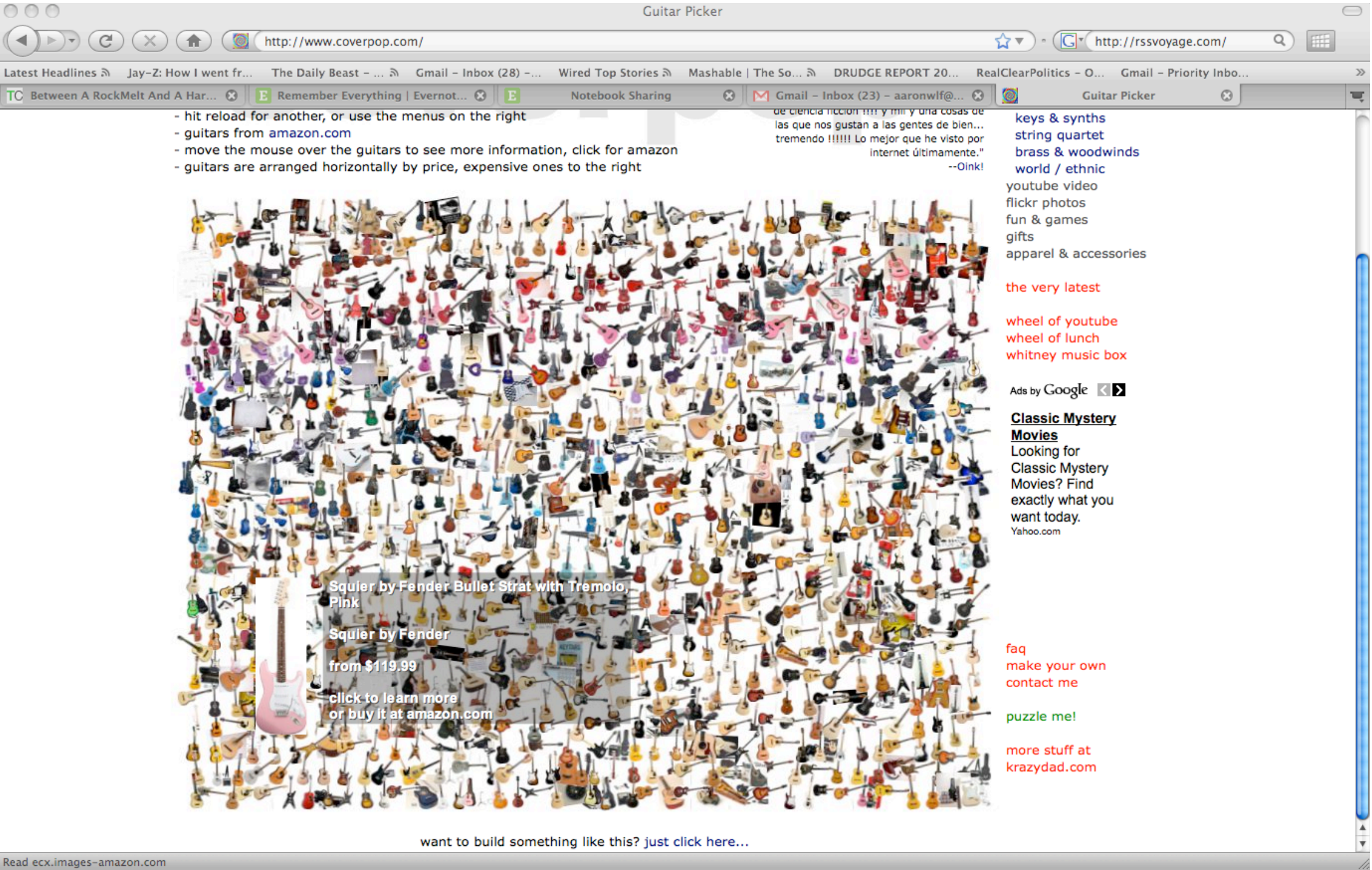
**Availability:**  
Android/BlackBerry/iOS/Web

**Statistics:**  
Metrics Unknown

**Background:**  
News feed aggregator and redistributes by color and size of headline increases decreases by popularity. This site features a tremendous use of two-dimensional design which allows for a clearer understanding of information. This visually challenging display of information gives larger prominence to more popular news items.



COVERPOP



Notes:

"Imagine a very large coffee table strewn with magazines or books, but you can point at any one of them and it flies up and into full view right away. Now imagine the coffee table as a web page, and you've got Coverpop, yet another great webhack from Jim Bumgardner."

URL:

1) <http://www.coverpop.com>

Availability:

Android/BlackBerry/iOS/Web

Statistics:

Metrics Unknown

Background:

Mosaic like information board. Create your own mosaic that has a rollover function that magnifies the picture. If you want to “find” and search visually this is kinda fun, but gimmicky.. But as a functioning site it lack depth and is a one off novelty.



Download the latest Java plugin [here](#). On Macs: best viewed in Safari.

ited on: Wednesday March 21, 5:26 PM



Comprehensive list of online visualization tools for internet data.

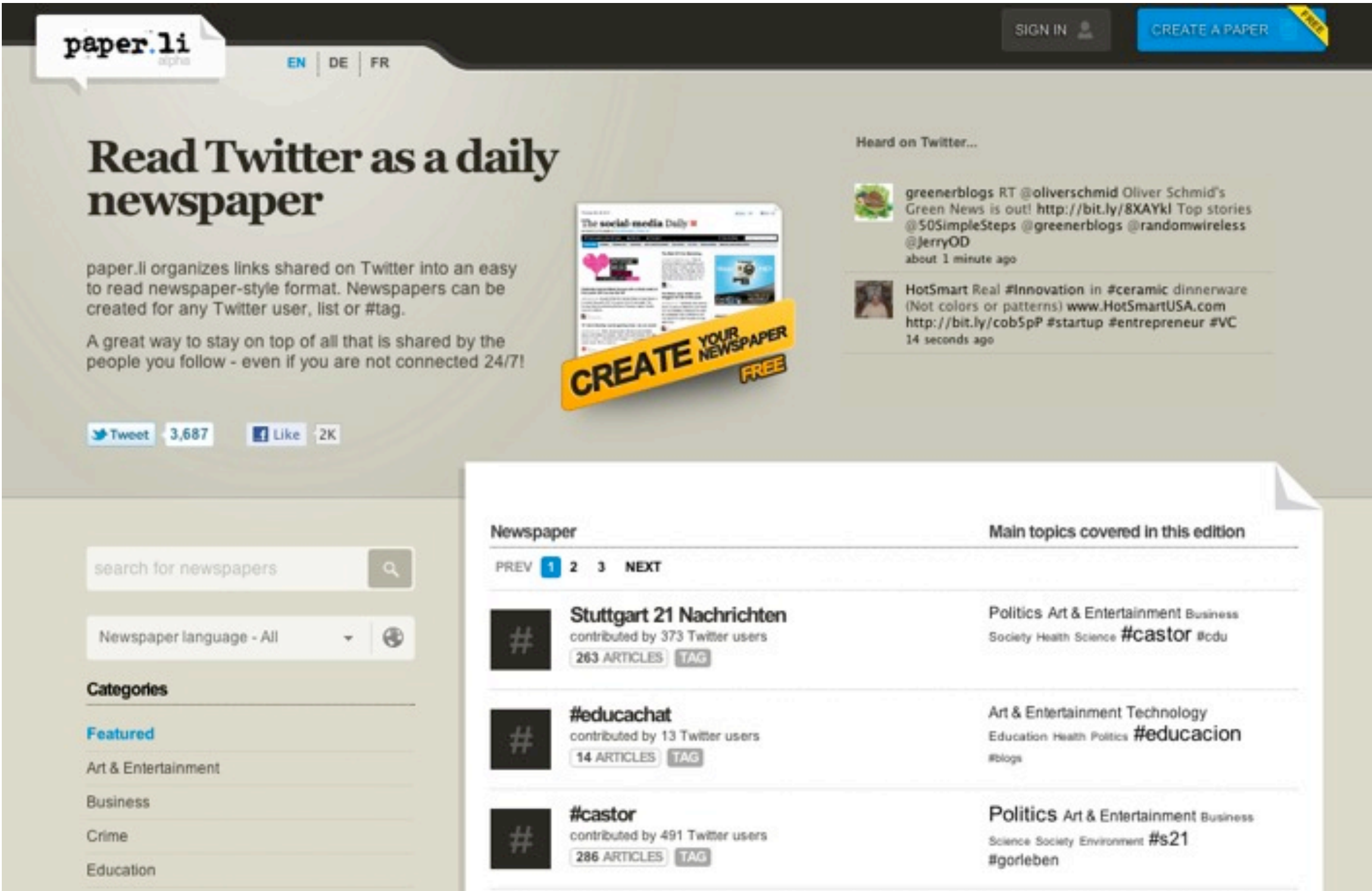
1) [http://www.readwriteweb.com/archives/the\\_best\\_tools\\_for\\_visualization.php](http://www.readwriteweb.com/archives/the_best_tools_for_visualization.php)

Android/BlackBerry/iOS/Web

Metrics Unknown

Many data sets can be visualized. What is compelling is not always the data set itself, but the relationships that are exposed by these visualizations. If a user can understand a concept simpler and faster because of a well designed, informational graphic, the goal of design has been achieved.





**Notes:**  
paper.li organizes links shared on Twitter into an easy to read newspaper-style format.

**URL:**  
1) <http://www.paper.li>

**Statistics:**  
Metrics Unknown

**Background:**  
Newspapers can be created for any Twitter user, list or #tag. A great way to stay on top of all that is shared by the people you follow - even if you are not connected 24/7!





**summify**

Already have an account? [Login](#)

## A News Reader that will cure your unread item guilt!

Summify automatically identifies the most important news stories for you across all of your networks and tells why they are important, so you can read what really matters.

Consume your river of news in minutes, rather than hours!

### Join our private beta:

[Send!](#)

...or follow [@summify](#) and tweet that you want an invitation. We'll DM you an invite code within 24 hours!



< ● ● ● >

Stories We Have Aggregated

27844.147

 Recent Activity

 *bwertz, about 4 hours ago*  
Great post by [@jscournoyer](#): The Age of the Entrepreneur <http://t.co/fBgAoi5> via [@summify](#)

**Notes:**  
Summify automatically identifies the most important news stories for you across all of your social networks and tells why they are important.

**URL:**  
1) <http://www.summify.com>

**Statistics:**  
Metrics Unknown

**Background:**  
People are increasingly getting their news mainly from the social networks they're part of, but this is rapidly getting overwhelming. If you're connected with a few hundred people and companies it's hard to stay on top of the news they share. There's currently no way to get the important stuff without going through all your news. Summify gives you a river of news in a way that you can consume it in minutes, rather than hours. The important stuff bubbles up at the top so, however much time you have at your disposal, you always know you're reading the important stuff first.





**Notes:**  
Qwerly is a people search and directory for the social web. Find anyone's social web profiles. See where your friends and colleagues are hanging out!

**URL:**  
1) <http://www.qwerly.com>

**Statistics:**  
Indexed ~1 million Profiles on October 2010

**Background:**  
Qwerly is a whois for Twitter. The site allows you to enter any Twitter username and get back a page with that person's other profiles, like Facebook, LinkedIn, Foursquare, Plancast and many, many more. So, for example, you can look up Robert Scoble by typing @scobleizer into the search box and you get back a page that lists Scoble's web links (<http://qwerly.com/twitter/scobleizer>).





FRIENDFEED



**Notes:**  
Users tell the feed which networks they belong to (Facebook, Digg, Last.fm etc) and FriendFeed personalizes a data feed with info from each of the sites. The company was acquired by Facebook in August 2009.

**URL:**  
1) <http://www.friendfeed.com>

**Availability:**  
iOS/Android/Symbian/webOS/Windows Phone 7/BlackBerry


**Statistics:**  
Acquired by Facebook in 2009

**Background:**  
FriendFeed aims to be a one stop shop for all your social networking updates and news items. The four founders were all team members at Google and helped to launch such products as Google Maps, Adsense, GMail and Google Groups. They've brought their expertise to a slightly different area: social network aggregating.

FriendFeed is a service which, instead of layering a meta-network on top of all your other social networks, will create a news feed incorporating them all much like the Facebook news feed.








# Life Go Round

For the Ride of Your **Life**; in photos, videos & tweets



## Simple

LifeGoRound aggregates all of your ONLINE and offline photos and allows you enjoy and share them in ways never before possible.

## Social

Daily Photo-status updates.

Auto URL shortener for each of your photos and videos.

Post directly to Twitter and Facebook.

## Connected

Have a WiFi Digital Frame?  
Enjoy your LifeGoRound photos on your Digital Frame!

## Sharing

### Email

You, your friends and family can email photos directly to your LifeGoRound with your FREE email address - **username@lgr.me**


### iPhone

Send photos to your LifeGoRound directly from your iPhone, Blackberry, Android and any camera-phone!

### Drag & Drop

Sharing photos is easy & fun!

### Login

 Connect


[sign up](#) [Login](#) [I forgot my password](#)

*"A very clever new way to enjoy and share your Facebook Photos"*

- Sheryl Sandberg,  
Facebook COO

## Sign Up Now!

...or login with

 Connect with Facebook

**Notes:**  
LifeGoRound is a new platform for sharing and enjoying your social media, which can be viewed, commented, manipulated and shared one location from your main dashboard.

**URL:**  
1) <http://www.lifegoround.com>

**Availability:**  
Browsers

**Statistics:**  
Metrics Unknown

**Background:**  
You can add your online photos, videos, tweets and status updates from sources such as Facebook, Flickr, Picasa, Twitter, Youtube, Photobucket, etc. You can also upload from your computer direct to your LifeGoRound and you, your friends and your family can email photos to your LifeGoRound [username@lgr.me](mailto:username@lgr.me) email address. To share content with "friends" you simply drag and drop the content onto your "friends" mug shot (profile image:-) You can also create "Groups" so you can share with more than one friend with a single drag and drop. The clever "Group" functionality also answers that age-old digital camera issue of how all people snapping photos at an event. LifeGoRound was recently demonstrated at a high-tech conference by Sheryl Sandberg, Facebook's COO.

126

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL







BRIGHTKITE



**Notes:**  
Location-based social networking site where users 'check-in' at places so friends can be updated on where they are, and also help meet new people based on their destinations.

**URL:**  
1) <http://www.brightkite.com>

**Availability:**  
iOS/Android/Symbian/BlackBerry/webOS/Windows 7 Phone

**Statistics:**  
Over 2 million active users worldwide. API available. Free Service Launched in 2007.


**Background:**  
Use Brightkite to meet people around you, keep up with your friends, explore and discover new places. Brightkite is the real time social discovery network. 1 Million people use Brightkite’s free services every week, which are available to anyone, anywhere, worldwide. All you need is a mobile phone or Web browser to bring your friends together in the real world, wherever you may be. The award-winning company is headquartered in Burlingame, California. To learn more about using your phone as a social discovery tool, visit ww.brightkite.com.




Meet crushes while you're out!


CRUSHES ON OTHER MEMBERS

Choose up to five CRUSHES online and they get notified when you are nearby



GRELLAN  
YOU




UP TO  5




RANDI  
YOUR CRUSH

CRUSHES NEARBY

If a CRUSH checks in within 10 BLOCKS of YOUR CHECK IN, your CRUSH will be notified of your NAME + LOCATION.


 10 BLOCKS 

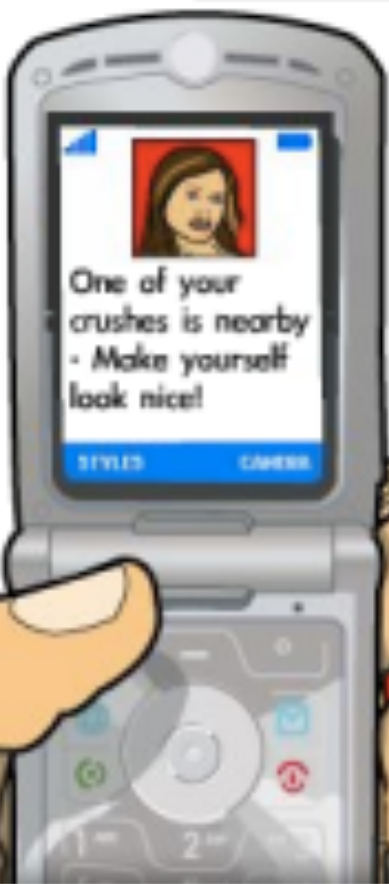


YOU receive notification that one of your CRUSHES is nearby


where is it?


what is it?






One of your crushes is nearby  
- Make yourself look nice!




 your friends


tell us where you are and we'll send messages to all your friends letting them know, so you can meet up. [ more ]

 fnds of fnds

tell us where you are and we'll locate friends of friends within 10 block, letting you know so you can meet up. [ more ]

 meet crushes

crush on people online, and be notified of crushes when they are nearby. [ more ]

 more

find venue locations and broadcast messages to all your friends. [ more ]

**Notes:**  
Dodgeball was a location-based service based around SMS.

**URL:**  
1) <http://www.dodgeball.com>

**Availability:**  
iOS/Android/BlackBerry/Symbian

**Statistics:**  
Metrics not found. No API Availability, Launched in 2000.

**Background:**  
Shut down in 2009, location-based service based around SMS. Google acquired it in 2005, but the team left in 2007. Google shut down the service in 2009, the same year Foursquare (also co-founded by Dennis Crowley) was started.

129

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL





**Notes:**  
Personal party planning service which gives party hosts access to many tools to help them during every step in the event planning process.

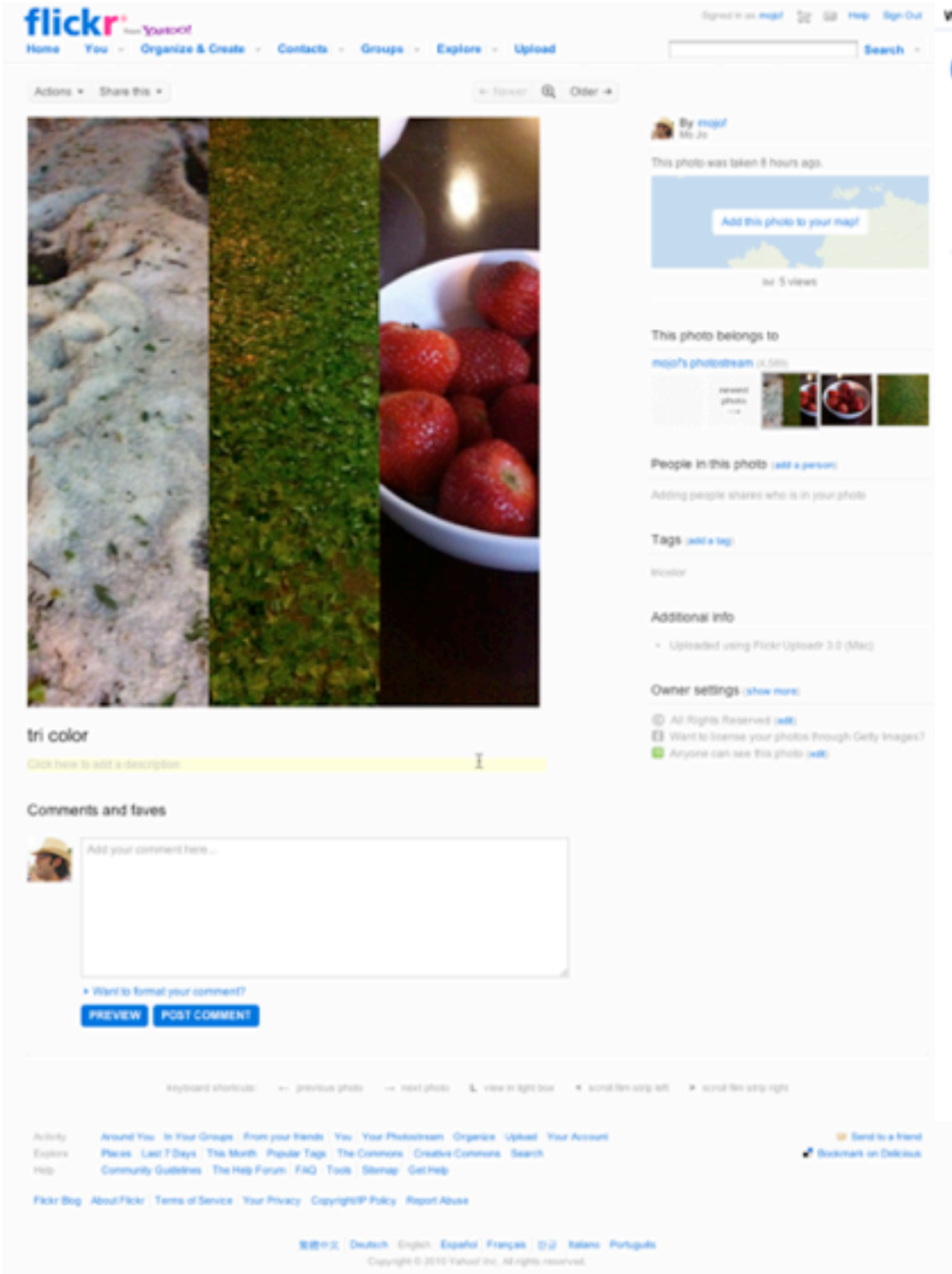
**URL:**  
1) <http://www.evite.com>

**Availability:**  
iOS/Blackberry/Symbian/webOS

**Statistics:**  
Over 15million registered users and facilitates more than 16 million invitations to more than 450,000 events each month. API not available, Free Service Launched in 1998.

**Background:**  
This includes checklist tool, customizable invitations, a drink calculator, eCard for thank-yous, and a place to save and keep notes. Evite also helps hosts by offering party theme ideas, recipes, a wine-pairing chart and more. The site has more than 15 million registered users and it facilitates more than 16 million invitations to more than 450,000 events each month. Evite was initially acquired by Ticketmaster in 2001, which was then acquired by IAC (NASDAQ: IACI) in 2003.





**Notes:**  
Flickr is almost certainly the best online photo management and sharing application in the world.

**URL:**  
1) <http://www.flickr.com>

**Availability:**  
iOS/Android/Symbian/webOS/Windows Phone 7/BlackBerry

**Statistics:**  
18.4 million users. 68,028,116 visits per month, API Available, Launched 2004

**Background:**  
Former game designers Stewart Butterfield and Caterina Fake created Flickr, an online photo sharing network, in 2004. Users have the option of making their pictures private or public, where 80% of these pictures are public. Other features include maps to track where and when photos were taken, tagging, and commenting on photos, and the ability to create postcards and other products. Free (users can upload 100MB of images per month and 2 videos. Pro (\$24.95/year) Allows users to upload unlimited number of images and videos , and receive unlimited bandwidth and storage. Also, Pro users receive ad-free brewing and can access their account statistics. Yahoo purchased Flickr for \$35 million in March of 2005. Since then Flickr continues to compete with other photo-sharing giant Photobucket.



### Go beyond status messages

Share updates, photos, videos, and more.  
Start conversations about the things you find interesting.

Try Google Buzz in Gmail

[Watch a video](#)

#### Share publicly or privately

Publish your ideas to the world or just to your closest friends.

#### Inbox integration

Comments get sent right to your inbox so it's easy to keep the conversation going.

#### Photo friendly

See thumbnails with each post, and browse full-screen photos from popular sites.

#### Connect sites you already use

Import your stuff from Twitter, Picasa, Flickr, and Google Reader.

#### See updates in real time

New posts and comments pop in as they happen. No refresh required.

#### Just the good stuff

Google Buzz recommends interesting posts and weeds out ones you're likely to skip.

#### Buzz from your phone

See buzz around you and tag posts with your location.

[Get Buzz on your phone](#)

Google Gmail Calendar Buzz more

Menu Following Nearby

Share what you're thinking

Near 600 Guerrero St, San Francisco, CA

Buzz map

Tartine Bakery and 20+ other locations nearby

Alex Kennberg just now

just ran into two coworkers at Tartine, so I don't feel as bad about being a slacker today.

Tartine Bakery

Punt Soni - Oh man, that place is amazing. Bring me a morning bun!

Brett Lider - I must have just missed you. That would have made 4 of us :)

Alexandra Kenin 2 hours ago

Movie night! Bring a blanket (or two), some food, and friends. I hear they're going to be showing Vertigo.

www.doloresparkmovie.org

Mission Dolores Park

©2010 Google - [Terms of service](#) - [Privacy policy](#) - [Help](#) - [Buzz buttons](#) - [Featured Apps](#) - [Gmail blog](#)

**Notes:**  
Google Buzz is a social network and sharing product built by Google.

**URL:**  
1) <http://www.google.com/buzz>

**Availability:**  
Most web browsers.

**Statistics:**  
Metrics not found. Free Service launched in 2010

**Background:**  
Based within Google Profiles, Buzz offers a stream of status updates, pictures, links, and videos from your friends. You can “like” these items and you can comment on them. Updates from Flickr, Picasa, Google Reader, or Twitter can also be automatically imported into a Buzz stream. Buzz will recommend items you might like based on your friends’ activity.

132

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL







# ACCOUNT LOGIN SERVICES



Using an account login service allows users to login with their existing accounts on Facebook, Google, OpenID or NING(openSocial). This creates one less barrier to entry as users likely don't want to create yet-another-login. Using OAuth, Twitter and Foursquare can also be used to log in from other services.

- Services:**
- 1) Facebook
  - 2) Open ID
  - 3) OpenSocial/NING
  - 4) OAuth Services



facebook

Search

HomeProfileAccount

Using Facebook

Games and Apps

Help Discussions

Top Contributor

Getting Started

Safety

Help Center

Like

4,929,432 people like this. Be the first of your friends.

What can we help you with?

Search

Example: What is the Like button?

Facebook Connect

Expand All

Find Facebook Connect information for users below. Learn more about implementation and find other content for developers [here](#).

How does privacy work with Facebook Connect sites?

When you connect with a website, it can access information you’ve adde...

Is it safe to log in to Facebook through another site?

Facebook has enabled third-party websites to use Facebook’s login and...

Why do I see News Feed stories about actions my friends took on external sites?

Just as News Feed has always enabled you to see what your friends are...

Does Facebook have the ability to see what I’m doing on non-Facebook sites?

Facebook cannot track your actions on external sites unless you decide...

What sites support Facebook Connect?

Facebook Connect launched in December 2008 and is currently available...

How can I control my privacy settings for sites and applications?

You can edit your privacy settings for sites and applications from the...

How can my friends find me on connected sites?

When you "connect" your Facebook account to your account on another si...

How can I opt out of friends finding me on other sites?

You can opt-out of being found on other sites by selecting "Don't allo...

I am a website owner. How can I integrate my site with Facebook?

Please read the details here and on the Facebook Connect Page here.

Which languages is Facebook Connect available in?

Facebook Connect is available in 64 languages and locales. You can fin...

Top Questions

I am a website owner. How can I integrate my site with Facebook?

How does privacy work with Facebook Connect sites?

How can I control my privacy settings for sites and applications?

How can my friends find me on connected sites?

How can I opt out of friends finding me on other sites?

Available Languages

This page is available in the following languages:

Deutsch

English (US)

Español (España)

Español

Français (France)

日本語

Italiano

Türkçe

Svenska

Nederlands

한국어

Português (Brasil)

Русский

中文(香港)

Dansk

中文(台灣)

Facebook © 2010 - English (US)

About - Advertising - Developers - Careers - Privacy - Terms - Help

**Notes:**  
Facebook is the world’s largest social network, with over 500 million users.

**URL:**  
1) <http://www.facebook.com>

**Statistics:**  
135 Million Monthly Visitors, 500 + million users. API Available, Launched 2004

**Background:**  
Facebook was founded by Mark Zuckerberg in February 2004, initially as an exclusive network for Harvard students. It was a huge hit: in 2 weeks, half of the schools in the Boston area began demanding a Facebook network. Zuckerberg immediately recruited his friends Dustin Moskowitz and Chris Hughes to help build Facebook, and within four months, Facebook added 30 more college networks.

**API Provides:**  
1) User Information  
2) Status Information  
3) Image Uploads  
4) Video Uploads  
5) Group Information  
6) Event Information



🏠

Get an OpenID


Add OpenID to your site

Developers

Foundation

Community

Government



Can't remember your passwords? Tired of filling out registration forms?

OpenID is a **safe, faster, and easier** way to log in to web sites.

EVERYONE

You can [get an OpenID](#) from several popular and well-known providers or host your own. We'll help you make a smart decision.

Get an OpenID

EVERYONE

Chances are you already have an OpenID but don't even know it! No problem — we'll walk you through [using your OpenID](#) for the first time.

Start using your OpenID

SITE OWNERS

Run a web site and want to make it easier to sign up or sign in? Find out how to [add OpenID to your site](#) in a few steps by using a free, open source library.

Add OpenID to your site

From the blog: [Considering running for the OpenID Board?](#)

Board Member Elections – Nominations are open!

Nominations have opened on the December 2010 OpenID board member election. The nominating process will remain open until November 29, 2010.

[Log in](#) now to nominate yourself or second the nominations of other candidates. Thank you for your participation!

Benefits of OpenID


Learn about the many benefits of OpenID for:


→ [Government](#)

→ [Website operators](#)










→ [Bloggers and individuals](#)

News & Events

 October 20, 2010: [OpenID Foundation Retail Summit](#)

 September 20, 2010: [Seven sites you didn't know were using OpenID](#)

Who is using OpenID?

Copyright © 2006–2010 OpenID Foundation.

[Get Help](#) | [Contact Us](#)

**Notes:**  
OpenID is a safe, faster and easier way to log in to web sites.

**URL:**  
<http://www.openid.net>

**Statistics:**  
Metrics Unknown

**Background:**  
For users attempting to manage a long list of log-in credentials for a variety of websites, OpenID attempts to eliminate that need by giving users a single digital identity through which they control their information. In its simplest form, the Open ID protocol allows a user to distinguish themselves via an identity-specific url and then log on to any website that supports Open ID with that single URL, rather than trying to remember a user name and password. The 2.0 version of OpenID also supports an authentication form called an XRI, which marries an i-name (similar to the original OpenID url) to an i-number(unique identifier which never changes), thus allowing for a more secure form of identification. Perhaps Open ID’s biggest win was Yahoo’s decision to allow Yahoo users to convert their Yahoo id’s into Open ID’s in January 2008.

The OpenID Foundation is a non-profit organization that manages the efforts to increase adoption of the OpenID standard across the web. By using the service, internet users can authenticate at various websites with one digital identity managed through the OpenID standard. OpenID came from the unification of 4 different user-centric identity efforts that learned about each others’ efforts at the [Internet Identity Workshop] in the fall of 2005: OpenID created by LiveJournal founder Brad Fitzpatrick, LID (Lightweight Identity) created by Johannes Ernst, founder of [NetMesh], XRI/i-names created by [Drummond Reed] and the XRI TC at [OASIS] and SXIP protocol created by Dick Hardt, CEO of Sxip.

In a display of its promise as a technology and its support by technology’s biggest players, the OpenID Foundation has a Corporate Board comprised of Google, IBM, Yahoo, VeriSign, and Microsoft.

136

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



NING Developer Docs

Sign Up Sign In

Main Community Ning API Docs OpenSocial Docs MetaWeblog Docs Ning Apps Submit Your App

How would you like to integrate with Ning?



MOBILE APPS

Create a compelling mobile application for iPhone, Android, Blackberry or other platforms.



DESKTOP APPS

Integrate your network with desktop activity dashboard viewers, media editing applications and more.



IMPORTERS

Develop content importers and bridges for third-party blogging tools, photo services, etc.



NETWORK FEATURES

Build a custom Ning Network feature with dedicated main page, navigation tab and profile page placements.



PROFILE APPS

Offer an application designed for Ning Network members to install on their individual profile pages.

HOW TO GET STARTED

New to the platform? Read our "getting started" blog post to kick things off. Join our community to chat with other developers and stay informed.

Notes: Ning is the world's largest platform to create powerful, custom social websites.

URL: http://www.ning.com

Statistics: 6.2 Million Monthly Visitors


Background: Top organizers, marketers, influencers, and activists use Ning to create a social destination where content intersects with conversations to inspire action. Every social website comes with out-of-the-box social integration, community features, point-and-click design tools, and turnkey monetization solutions that are easy to use.

In October 2010, Ning announced the launch of Ning Everywhere. It offers unparalleled flexibility for Ning Creators and third party developers to create mobile apps, monetize and integrate with popular cloud services in a matter of clicks, and develop custom apps using Ning's API.

Ning spans categories including politics, entertainment, consumer brands, small business, non-profits, education and more, connecting over 74 million people around the globe with the topics they are passionate about. Palo Alto, Calif.-based Ning was co-founded in October 2004 by Chairman Marc Andreessen and is privately held.

- API Provides:
- 1) User Information
  - 2) Comments
  - 3) Video Uploads
  - 4) Video Information
  - 5) Image Uploads
  - 6) Image Information



OAUTH

[About](#) [Advisories](#) [Documentation](#) [Code](#) [Blog](#) [Community](#)

An open protocol to allow secure API authorization in a simple and standard method from desktop and web applications.

[Read the specification »](#)

For Consumer developers...

If you're building...

- desktop applications
- dashboard widgets or gadgets
- Javascript or browser-based apps
- webpage widgets

OAuth is a simple way to publish and interact with protected data. It's also a safer and more secure way for people to give you access. We've kept it simple to save you time.

For Service Provider developers...

If you're supporting...

- web applications
- server-side APIs
- mashups

If you're storing protected data on your users' behalf, they shouldn't be spreading their passwords around the web to get access to it. Use OAuth to give your users access to their data while protecting their account credentials.

Get started...

Learn more about the emerging [OAuth 2.0 work](#).

The oauth.net site is generously hosted by  
(mt) mediatemple

**Notes:**  
OAuth is an open protocol to allow secure API authorization in a simple and standard method from desktop, mobile and web applications.

**URL:**  
<http://www.oauth.net>

**Statistics:**  
Metrics Unknown

**Background:**  
OAuth allows consumer developers to publish and interact with protected data. OAuth also allows service provider developers to give users access to their data while protecting their account credentials.



These services provide:

- 1) Video Submissions
- 2) Limited Camera Information
- 3) Shares
- 4) Views
- 5) Favorites

Services:

- 1) YouTube
- 2) Vimeo
- 3) Viddler
- 4) Flickr
- 5) Seesmic
- 6) Stickam
- 7) Ustream
- 8) VodPod



YouTube

Search

Browse

Upload

Create Account

Sign In

Join the largest worldwide video-sharing community!

Create Account ›

Already have an account? Sign In

Recommended for You

Learn More

Edit



Master Shortie - Bringing It Back

3 months ago

57,980 views

Because you watched Soulja Boy - All ...



Lil B - I'm God OFFICIAL FULL SO...

7 months ago

30,876 views

Because you watched Soulja Boy - All ...



J. Cole - Who Dat

3 months ago

6,660,379 views

Because you watched Soulja Boy - All ...



Soulja Boy The Animated Series: ...


3 months ago

403,863 views

Because you watched Soulja Boy - All ...

Most Popular

Entertainment



TU HOROSCOPO DE HOY!

147,457 views

werevertumorro

News & Politics




Marcelo Madureira - fala o que acha d...

153,498 views

xb9100

Sports

Music



NEW LOGOBI GT CLIP intégral "ELL...

177,236 views

TheLogobiGT

Film & Animation



Go Go Gadget

752,068 views

MysteryGuitarMan


Howto & Style

Spotlight Videos

Hot Girls Season 2 Premiere

Check out the new season of Hot Girls, starring YouTube favorites LisaNova, Kassem G, Shay Carl and more.


Presented by: TheStation



HOT GIRLS FACE OFF

by LisaNova

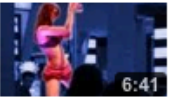
55,507 views



HOT GIRLS INCEPTION

by TimothyDeLaGhetto2


141,232 views



HOT GIRLS IN PRISON! Episode 1

by TheStation

116,822 views

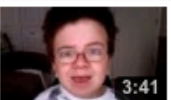


HOT GIRLS IN LOVE! Episode 2

by TheStation

45,404 views


Trending



DJ Got Us Fallin' In Love(Ft.PitBull)(With Me)

by BeenerKeeKee19952

2,325,336 views



It Gets Better: Ke\$ha

by kesha

145,702 views

**Notes:**  
YouTube allows people to easily upload and share video clips across the Internet through websites, mobile devices, blogs, and email.

**URL:**  
1) <http://www.youtube.com>

**Statistics:**  
1 Billion Site Views Per Day

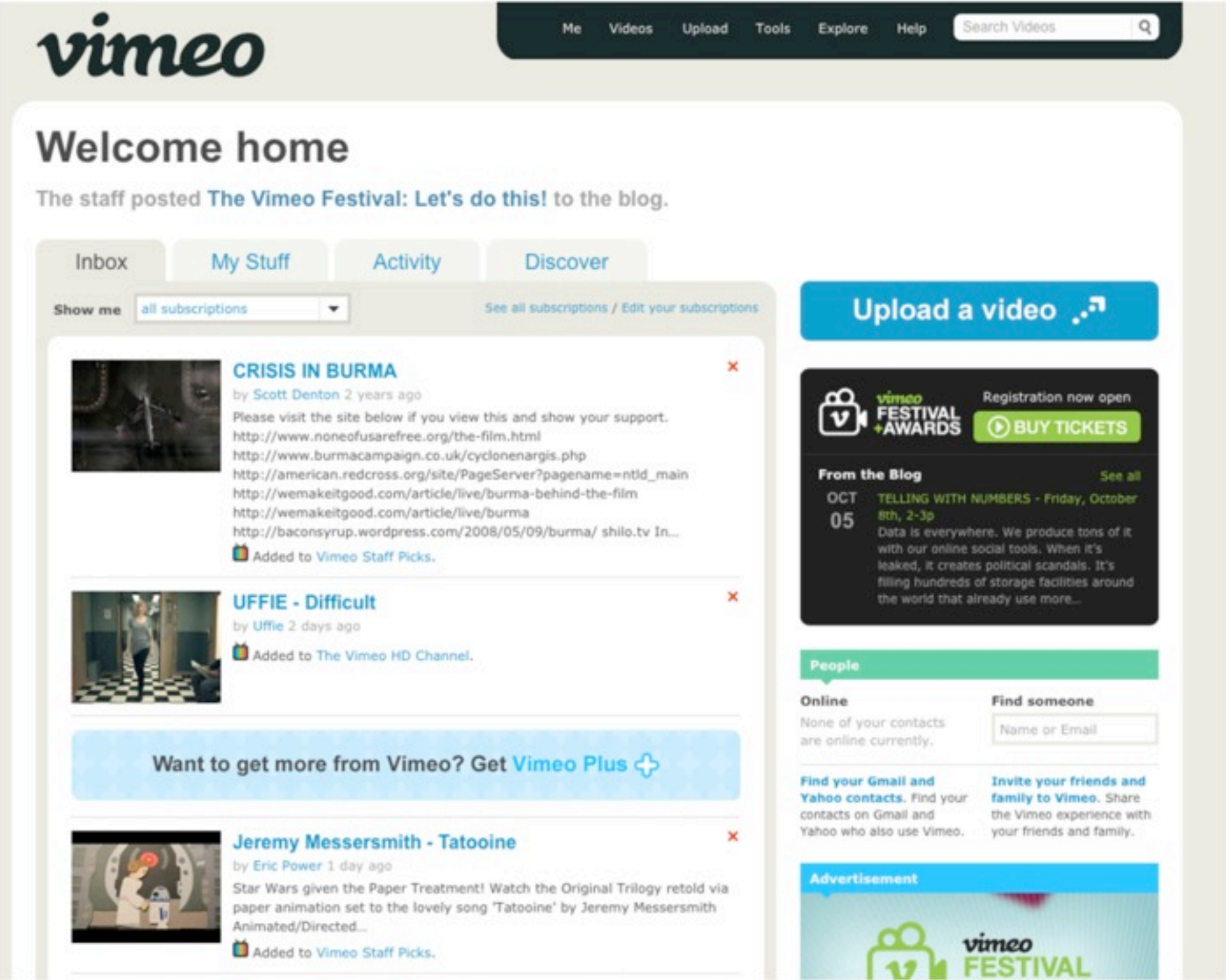
**Background:**  
YouTube was founded in 2005 by Chad Hurley, Steve Chen and Jawed Karim, who were all early employees of PayPal. YouTube is the leader in online video, sharing original videos worldwide through a Web experience.

Everyone can watch videos on YouTube. People can see first-hand accounts of current events, find videos about their hobbies and interests, and discover the quirky and unusual. As more people capture special moments on video, YouTube is empowering them to become the broadcasters of tomorrow.

YouTube received funding from Sequoia Capital in November 2005 and was officially launched one month later in December. Chad Hurley and Steve Chen proceeded to become the first members of the YouTube management team and currently serve as Chief Executive Officer and Chief Technology Officer respectively. YouTube has struck numerous partnership deals with content providers such as CBS, BBC, Universal Music Group, Sony Music Group, Warner Music Group, NBA, The Sundance Channel and many more.

- API Provides:**
- 1) User Information
  - 2) Video Uploads
  - 3) User Playlists
  - 4) Video Title
  - 5) Video Description
  - 6) Geo Data
  - 7) Comments
  - 8) Views





**Notes:**  
Vimeo is a video-sharing website on which users can upload, share, and view videos. It was founded by Zach Klein and Jakob Lodwick in November 2004.


**URL:**  
1) <http://www.vimeo.com>

**Statistics:**  
28.5 Million Monthly Visits

**Background:**  
Vimeo is a cleanly-designed video sharing website that allows people to publish their videos for public consumption or just for friends and family. Vimeo launched support for high definition video in October 2007, further establishing itself as a leading video hosting platform. The website is owned by the media conglomerate IAC/InterActiveCorp and operated by Connected Ventures.

**API Provides:**  
1) User Information & Activity  
2) Videos Uploaded  
3) Video Title, URL, Description, Thumbnail  
4) Upload Date  
5) # of Favorites  
6) # of Views  
7) Videos the User Appears In  
8) Video Groups  
9) Channels Created by User






LEARN MOREPEOPLEGROUPSEXPLORETOOLS

SIGN UPLOGIN

Search

SEARCH






# Grow your brand with online video

Viddler is a friendly video platform for professional and personal use


Sign upLearn more

## The web's best brands trust us for their online video needs






- Detailed analytics
- Ad revenue sharing
- Dedicated support



PLAY


*"Viddler makes video online easy and beautiful. Top notch customer service puts a bow on an overall great package."*

—Jason Fried, [37signals](#)



### Keep visitors on your site

Link the player to your own website to retain viewership.



### Customizable player

**Notes:**  
Viddler.com is a new way to watch and publish your videos.

**URL:**  
1) <http://www.viddler.com>

**Statistics:**  
756,000 Monthly Visitors

**Background:**  
Viddler is a video site that allows users to upload, enhance and share their video from their browser. The site charges premium fees to users who want to use upgraded features, and also allows users to upload in bulk, add deep tags at specific times during videos and record directly from their webcam.

In November 2007 viddler introduced an ad system enabling advertisers to bid on videos with relevant keyword tags about the whole video or a specific point in time during the video with the keyword tag in question. As part of the ad system rollout, uploaders can also sign up to partner in a revenue share with viddler for advertising served during their videos.

Viddler offers similar services and monetization features as video hosting sites like YouTube, MetaCafe, and Revver.

**API Provides:**  
1) User Information  
2) Video Uploads  
3) Comments  
4) Tags

142

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



**Notes:**

Flickr is almost certainly the best online photo management and sharing application in the world.

**URL:**

1) <http://www.flickr.com>

### Statistics:

## 18.4 Million Monthly Visitors

### Background:

Former game designers Stewart Butterfield and Caterina Fake created Flickr, an online photo sharing network, in 2004. Users have the option of making their pictures private or public, where 80% of these pictures are public. Other features include maps to track where and when photos were taken, tagging, and commenting on photos, and the ability to create postcards and other products. Free (users can upload 100MB of images per month and 2 videos. Pro (\$24.95/year) Allows users to upload unlimited number of images and videos , and receive unlimited bandwidth and storage. Also, Pro users receive ad-free browsing and can access their account statistics. Yahoo purchased Flickr for \$35 million in March of 2005. Since then Flickr continues to compete with other photo-sharing giant Photobucket.

### API Provides:

- 1) User Information
- 2) Image Uploads
- 3) Video Uploads
- 4) Comments
- 5) Friends
- 6) Buddy Icons



Seesmic

Web

Desktop

Mobile

Feedback

Blog

Launch Seesmic Web

MANAGE YOUR SOCIAL NETWORKS EVERYWHERE, MONITOR AND ENGAGE.





MOBILE DEVICES

DESKTOP

WEB APP



Seesmic Web  
Now with unlimited  
Twitter accounts

Try Seesmic Web

Receive news & updates

Name

Email

Join Team Seesmic



Seesmic for iPhone  
Update available on  
the App Store

Read the announcement

Seesmic

SEESMIC ELSEWHERE

Follow us on Twitter

Become a fan on Facebook

Read our blog

ON YOUR COMPUTER

Seesmic Desktop 2

Seesmic Look

ON YOUR MOBILE

Seesmic Android

Seesmic BlackBerry

Seesmic for iPhone

COMMUNITY

Feedback & Support

FROM EVERYWHERE

Seesmic Web

OTHER PRODUCTS

Seesmic Desktop Air

Twhirl by Seesmic

Seesmic Video



"Ok, Seriously. Seesmic Web is just  
waaaaay better than using  
Twitter.com"

by @arrington, TechCrunch founder.



"@seesmic is the new standard in  
Android Twitter apps. Works great on  
my Droid."

by @stevesill.

**Notes:**  
Seesmic, the best Twitter client for Desktop, Web and Mobile, manage multiple Twitter accounts, Facebook feeds and pages and access Twitter Lists.

**URL:**  
1) <http://www.seesmic.com>

**Statistics:**  
Metrics Unknown

**Background:**  
Seesmic is a social software application site offering Seesmic Desktop, an Adobe Air application that integrates multiple Twitter accounts and your Facebook account and Facebook pages. Seesmic also offers a browser based client for Twitter.

Seesmic originated as a short social video sharing service, founded by highly regarded European entrepreneur and LeWeb conference founder, Loic Le Meur. As a video service aggregating your favorite web products, Seesmic’s tagline of “Join the Conversation” focused on helping users build and/or become part of an innovative video sharing community. In Seesmic’s short span, this fast-growing service was compared as “Twitter for video.”

**API Provides:**  
1) User Information  
2) Follows  
3) Video Uploads  
4) Video Information  
5) Group Information



STICKAM

the live community™

Start broadcasting your show in High Quality. Learn how!

Go Live™

Home

Now Live

Community

Games

Mobile

Help

Search

Join | Login

Show the world what you're doing right now! Live stream video from your computer or phone!

BROADCAST NOW

Follow friends, celebrities, shows, bands, and people of interest LIVE. Join the interaction!

WATCH LIVE

Featured Live

KISS TV

Current viewers: 287  
Session viewers: 3,558  
All time viewers: 3,059,655  
Channel: Radio

Jackie & Bender and the whole gang are live weekday mornings from the 106.1 KISS FM studios in Seattle.

Subscribe

Enter Live Chat

LIVE

JUBAL'S OPEN LETTER  
To Charlie Sheen

33,989 Online Members

View All

KISS TV

Live viewers: 287  
Check out my live stream

sl1bp

Live viewers: 239  
Check out my live stream

In the Back Row

Live viewers: 147  
Check out my live stream

X96 KXRK

Live viewers: 83  
Live 24/7. Visit us at X96.com!

+Add STICKAM on facebook.

Add Live Video + Chat to your Facebook Profile or Fan Page Instantly

GET THE STICKAM APP NOW

facebook

Andrew W.K.

My Stickam Room

STICKAM

MUSIC TELEVISION

Live Backstage Camera!

Join the chat for your chance to become part of the broadcast.

Weekdays 4 PM ET / 1 PM PT

**Notes:**  
Stickam is the largest live streaming social network. Whether you are famous for 15 or 150000, Stickam.com is where you will find your friends and fans.

**URL:**  
1) <http://www.stickam.com>

**Statistics:**  
374,000 Monthly Visitors

**Background:**  
Stickam.com is a social networking site that focuses on live video streaming. It features embedding and social profile features for your web pages, online auctions, company web sites and blogs. Stickam is the live streaming provider for Leo Laporte's TWiT (this WEEK in TECH) Live show.

**API Provides:**  
1) User Information  
2) Video Uploads  
3) Video Information  
4) Viewers

145

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



USTREAM®

Categories ▾

Search

PBS NewsHour Stream

Live Election Coverage

Live coverage from the PBS NewsHour.

Watch Live

Hawaii SENATE RACE

(100% OF PRECINCTS REPORTING)

INDUVE

75%

256,487 VOTES

CAVASSO


22%

74,111 VOTES

Continuing coverage at newshour.pbs.org

USTREAM LIVE


Featured Highlights



Aaron Rowand of the San Francisco Giants

200 views


MLBPA



DeadMau5 live in NYC!

328 views


deadmau5



Waka Flocka freestyle

375 views


wakaflockaflametv



Selena Live from London!

2,101 views


selenagomez



DIY Halloween Lights

524 views


NixiePixel



A very squirrely Halloween

1,056 views


mktb00



Halloween TMZ style

562 views

TMZlive



Tiny trick or treaters!

367 views

jasonmeltzer

**Notes:**  
Broadcast video LIVE to the world from a computer, mobile or iPhone in minutes, or watch thousands of shows from News to Entertainment to celebrities, 24/7.

**URL:**  
1) <http://www.ustream.com>

**Statistics:**  
Metrics Unknown

**Background:**  
Ustream is the leader in live video and its platform empowers any individual, public figure or brand to stream to a global audience of unlimited size. Ustream offers free broadcasting and viewing platforms for the Web and mobile devices. The interactive functionality within Ustream enables real-time engagement with Facebook, Twitter, MySpace and AIM. Hundreds of high-profile broadcasters have partnered with Ustream to reach millions of people. Ustream ([www.ustream.com](http://www.ustream.com)) is a privately-held company based in San Francisco, Calif. Follow on Twitter (@Ustream) or fan at Facebook.com/Ustream.

**API Provides:**  
1) User Information  
2) Video Information  
3) Archived Video  
4) Channel Information

146

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL





[Not a Member? It's Free to Sign Up](#) · [Login](#)

- Popular
- Music
- Funny
- Entertainment
- Politics
- Sports
- Anime
- Tech

## People-powered video channels

Our members collect the best videos on the web — follow some of them.

## Find people collecting videos about:



**zero-inch**  
330 Videos · 324 Discoveries  
Music from the awesome digital label Zero Inch. ...

Luna (Video) by Cursor Miner directed by JimJam ( added 12 hours ago in Music Electronic



448 Videos · 310 Discoveries

**Fight News: UFC Merges with WEC...**  
added Oct 30, 2010 in Sports Mixed Martial Arts



thepeoplesmovies  
1366 Videos - 1033 Discoveries



**Christian St.**  
1383 Videos - 1233 Discoveries

**Mercedes-Benz SLS AMG: Video preview from Jeroen**  
added 17 hours ago in Sports Motorsport



♥~AnimeFreak4Ever~♥  
1480 Videos - 1009 Discoveries

**Skillet - Lucy (Lyrics)...**  
added 11 hours ago



## Netbook News



**GRITlaura**  
1661 Videos · 1318 Discoveries  
Videos from GRITv with Laura Flanders ...

**GRITtv Digs: Conspiracy Tactics: Splitting the Vote..**  
added 1 day ago



**HoodHollywood.com**  
25813 Videos · 21099 Discoveries  
The Realest Hip-Hop Site on Earth. ...

[Bill Clinton On Lil Wayne's Release...](#)  
added 4 hours ago in Politics



80s Videos  
1603 Videos - 1378 Discoveries  
...

**Robert Palmer – Simply Irresistible...**  
added 2 days ago in **Music 80s Hits**



**InuyashaGirl12**  
1903 Videos - 1181 Discoveries

As more people are using Vodpod to collect videos, it has become one of the most popular video sites on the Web, after YouTube, DailyMotion and Hulu. By March 2010, over 800,000 Vodpod members have collected more than 4,500,000 videos from 14,000 different video sites.

1) <http://www.vodpod.com>

## 2.8 Million Monthly Visitors

Remixation's main product is Vodpod.com, a video site built by its members and one of the most popular sites on the Web. Unlike YouTube or other video sharing services, members don't upload videos to Vodpod but instead collect them from 1000s of sites, from YouTube to the Daily Show to Hulu to the BBC. It's a little like making a mixtape or CD for a friend, but instead you're using your favorite videos from the web. You can follow other members to track what videos they're adding, and also build groups with other members to collect and discuss videos about a particular topic or interest. You can see the most popular videos being collected on Vodpod's category and tag pages, and a comprehensive search tool makes it easy to find videos collected by other members, as well as all the videos available on YouTube, Hulu, MTV and other sites.

Vodpod offers a number of tools to make collecting videos easy, including a browser button that allows members to collect videos with a click. This browser button can be used to post videos to blogs, as well as micro-blogging sites like Tumblr and Twitter and social networks like Facebook and Myspace. Vodpod also offers an array of services that help you to publish or share your collection on your blog or website. The most advanced of these services is VodSpot.tv – a way to build your own custom video site powered by your Vodpod collection. VodSpot powers the video sections of leading sites such as TechCrunch and Talking Points Memo among others.

- 1) User Information
- 2) Video Uploads
- 3) Comments
- 4) Tags
- 5) Categories



These services provide:

- 1) Photo Uploads
- 2) Favorites
- 3) Views
- 4) Comments
- 5) Camera Information
- 6) Location Information

Services:

- 1) Flickr
- 2) Picassa
- 3) Twitter

Twitter Photo Services:

- 1) YFrog
- 2) TwitPic
- 3) Plixi
- 4) Mobypicture
- 5) TwitGoo
- 6) Img.ly



149

Flickr is almost certainly the best online photo management and sharing application in the world.

1) <http://www.flickr.com>

18.4 million users. 68,028,116 visits per month, API Available, Launched 2004

Former game designers Stewart Butterfield and Caterina Fake created Flickr, an online photo sharing network, in 2004. Flickr, which began as a photo-sharing feature of their gaming project, has since then blossomed into one of the premiere photo-sharing sites on the web. Yahoo purchased Flickr for \$35 million in March of 2005. Since then Flickr continues to compete with other photo-sharing giant Photobucket.

- 1) User Data
- 2) Photo & Video Uploads
- 3) Photo Title
- 4) Photo Description
- 5) Camera Information
- 6) Geo Location Information





**yfrog**  
your images and video on twitter

Search

GO

Upload

Popular

Mobile Apps

My yfrog

Share your images and video on Twitter with yfrog.

1

Upload

images / videos

from URL

webcam

Browse

2

Your message

100

☒ Post to Twitter

You will be asked for your twitter username and password at next step

3

POST IT!

Secure

Standard

What's Hopping



Introducing the yfrog Widget

Share your photos and videos on YOUR site!

Get it now >>

Who's Hopping



Taylor Swift



Ashton Kutcher



Ben Stiller



Joe Jonas



DJ Pauly D



Leah Michelle

More ways to use yfrog:



Twitter for iPhone



Tweetdeck



Seesmic Desktop



Power Twitter



Twittelator



Twitterrific

more >>

Sign in with Twitter

Sign in or create an account



Willow Smith - "Whip My Hair"

see more!

Most Popular Photos / Videos Today



mjeje



AllRiseSilver



shp7575



JimCarrey

**Notes:**  
Yfrog is a website and Twitter service that allows users to share photos and videos on Twitter and to broadcast their life as it happens.

**URL:**  
1) <http://www.yfrog.com>

**Statistics:** 5 Million Monthly Visitors

**Notes:** Yfrog is free for users, and no registration is required. For Twitter users, videos or pictures can be shared with followers in just two clicks. Yfrog was launched in February 2009 by ImageShack on top of the same infrastructure that supports its hosting service. According to the website measurement service Quantcast in July 2010, yfrog receives nearly 25 million monthly visits from over 11 million monthly unique visitors.

Users can upload media to yfrog in many ways: From a file on a computer From URL By using yfrog’s webcam feature to capture a photo or video By sending an email containing a file as an attachment By using one of the hundreds of tools and applications that support yfrog, including Twitter for iPhone, Tweetdeck, and Twitterrific Developers can use yfrog’s APIs to upload media. Photos and videos on yfrog can be shared in many ways: To social sites including Twitter, Facebook, MySpace, Digg, and more Via Email Via links and embed codes

**Yfrog facts:**It is built on ImageShack’s hosting infrastructure platform Yfrog provides secure login via Twitter’s credential service (oAuth) It is designed for real-time, rapid uploads and sharing Users can post bigger photos and longer videos High-res photos of up to 5MB. Videos of up to 20 minutes long


**API Provides:**  
1) User Information  
2) Image Information  
3) Image Uploads  
4) Video Uploads  
5) Thumbnails

150

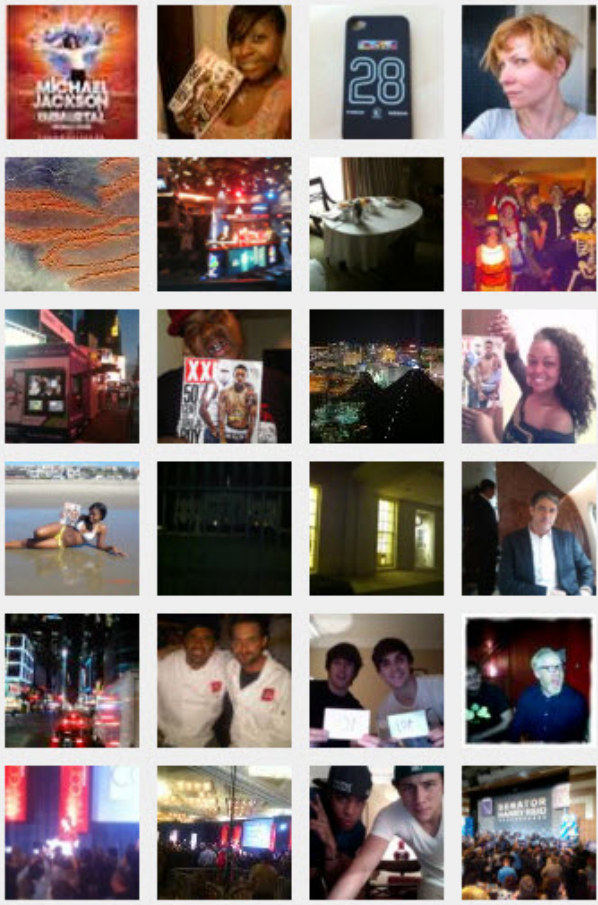
OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL





Latest Photos from Users



Login or Create an Account


What is TwitPic?

TwitPic lets you share photos on [Twitter](#) in real-time.


How do I use TwitPic?


You can post photos to TwitPic from your phone, from the site, or through email. All popular Twitter clients have built-in support for TwitPic using our [API](#).

Popular Users



Whats Trending?

  
[@triplechangjo](#)

  
[@8NewsWeather](#)

©2010 Twitpic Inc, All Rights Reserved

[Home](#) [Search](#) [Faq](#) [Contact](#) [API](#) [Terms](#) [Privacy](#)

**Notes:**  
You can post photos to TwitPic from your phone, from the site, or through email. All popular Twitter clients have built-in support for TwitPic using our API.

**URL:**  
1) <http://www.twitpic.com>

**Statistics:**  
10 Million Monthly Visitors

**Background:**  
TwitPic lets you share photos on Twitter. You can post pictures to TwitPic from your phone, through TwitPic's API, or through the site itself. Also, some Twitter clients have built-in support for TwitPic.

**API Provides:**  
1) User Information  
2) Image Information  
3) Image Uploads  
4) Event Information  
5) Tags





**Notes:**  
Plixi is a service for sharing pictures around people, places and events and creating collective memories.

**URL:**  
1) <http://www.plixi.com>

**Statistics:**  
Metrics Unknown

**Background:**  
Plixi allows users to instantly share their photos to popular social networks through mobile devices and on the web.

Plixi specializes in providing an innovative open API, and mobile SDKs, to the developer community of Twitter, Facebook, MySpace, LinkedIn, Foursquare and more to come. The platform empowers third-party application developers to quickly add media sharing capabilities and other unique features to their applications without incurring the resources to build, innovate and manage a media sharing infrastructure. Proving the power and scalability of the platform the company's website is architected using the same open API offered to third-party developers. The company aims to create a better way to share collective memories around life experiences at places and events in a way that feels natural and engaging to users.

- API Provides:**
- 1) User Information
  - 2) Image Information
  - 3) Image Uploads
  - 4) Messages
  - 5) Comments
  - 6) Tags



shoot n share



login

signup

mobile

home

groups

signup

our apps

loves twitter

search for...

Search

Share your adventures



With your friends

Directly share your photos, text, audio and videos with all your friends on your favorite social sites: facebook, twitter, flickr, vimeo, and more!





















Shoot n Share, it's that simple!

Join us now!

( or [log-in](#) )

Latest updates



wtb1970



takaaki\_sea



nohohonbobi



danmaroo



DTeclegiorgi:



DTeclegiorgi:



norbisony



Waag

What's going on?

Trending Mobys



Currently we support these services

microblogs

 Twitter

 Tumblr

blog platforms

 Wordpress

 Livejournal

Social networks

 Facebook



Media

 Flickr

 Youtube



News about Moby

Again a lot of things have happened over the last few weeks!

\* [Make your site social: www.ilsedelange.com](#)

\* [so how do you \\*really\\* make money?](#)

\* [MobyNow – Burning Man edition](#)

\* [Fireworks and rainbows](#)

\* [Over 575k social media updates were aggregated by Holland MobyNow during the Worldcup final](#)

\* [Looking for: frontend developer with designer skills](#)

\* [MobyNowLite – integrate your social media in your own web properties](#)

\* [Follow the worldcup final and the](#)

Lastest group activity

#lovezeeland, #twittertips, #backup, #middag, #nowplaying, #twitter, #1984talk, #inctspiratie,

**Notes:**  
Share your adventures with your friends instantly! Post to your favorite sites like Twitter, Flickr, Facebook, Wordpress.

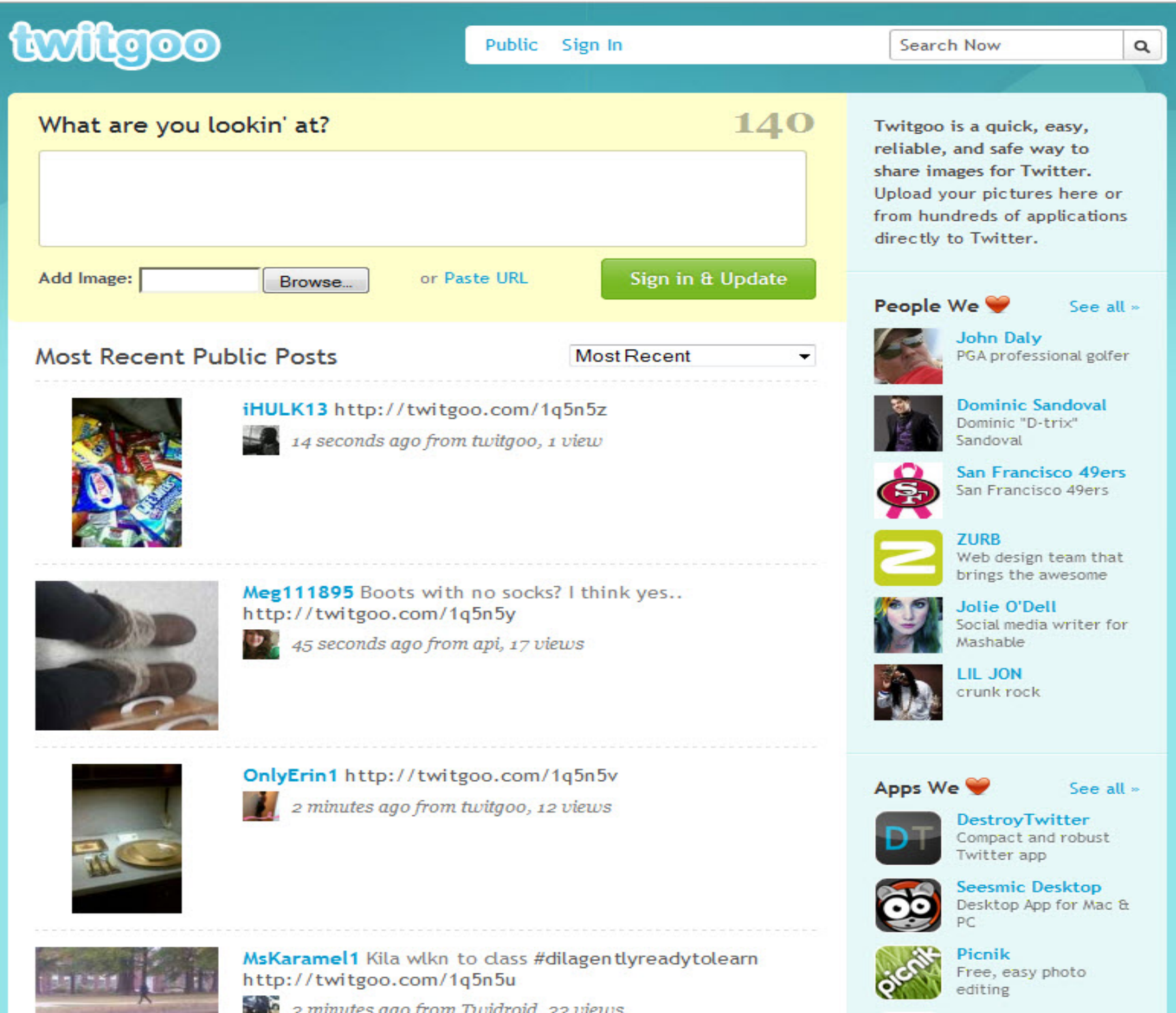
**URL:**  
1) <http://www.mobypicture.com>

**Statistics:**  
11,000 Monthly Visitors

**Background:**  
Share your adventures instantly with your friends. Mobypicture enables users to share photos, video, text and audio directly to their friends on their favorite social sites like Flickr, Facebook, YouTube, Wordpress, Twitter and many more. Mobypicture supports groups, geolocation and a lot of extra features.

**API Provides:**  
1) User Information  
2) Image Information  
3) Image Uploads  
4) Comments





**Notes:**  
Twitgoo is a quick, easy, reliable, and safe way to share images for Twitter.


**URL:**  
1) <http://www.twitgoo.com>

**Statistics:**  
303,000 Monthly Visitors

**Background:**  
TwitGoo is a media sharing service for Twitter that allows users to easily upload and then distribute their photos.

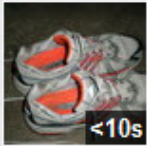
**API Provides:**  
1) User Information  
2) Image Information  
3) Image Uploads  
4) Timelines  
5) Messages






the social photo sharing service

[Login with your Twitter account](#)




<10s

hikarin1113




2m

waretamado



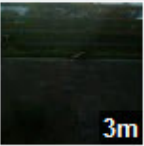
2m

iDovalina




2m

hosiken




3m

famipla




3m

hammer\_108




3m

hosiken




3m

testperry




4m

testperry




5m

unixtest




2993

titoortiz




1259

MobileHackerz




1158

nanaroku76



991

youyuping




945

Tweets4iPad

Please sign in to upload a photo


Twitter Login

This button sends you to twitter, where you must allow this app to access and update your status



www.Groupon.com/NYC

Ads by Google



Follow us on Twitter!

and get latest updates, news and feedback.

STATS

62043 users

1366 tagged users

SUPPORTED CLIENTS

Tweetie

Tweetie 2 for iPhone

Twitterrific

threadsy

Destroytwitter

Yatca (BB)

Reportage

Tweeterena | Pro | For iPad

Gravity (Nokia)

Twee (WebOS)

CONTACT / CONNECT

Follow us on Twitter

API

Contact us

Affiliate

Terms

© 2009 - 2010 by 9elements | Mission Statement

**Notes:**  
Img.ly is a free Twitter based photo sharing network.

**URL:**  
1) <http://www.img.ly>.

**Statistics:**  
XXX Monthly Visitors

**Background:**  
You can upload and tag your photos and share them with your friends and followers. In this process a short url is generated for that picture. Img.ly runs smoothly on your desktop web browsers, but has also special layouts for the iPhone, G1 (Android) and Opera Mini, so that you can view the pictures on the go. Img.ly makes photosharing even more social by letting you tag people on the photos with their twitternames. Img.ly was founded by the software company 9elements, which successfully launched several photo based websites like designclicks and seen.by.

**API Provides:**  
1) User Information  
2) Image Uploads  
3) Image Information  
4) Messages

155

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



# MICRO & MACRO BLOGGING SERVICES

**These services provide:**

- 1) Status Updates / Blog Posts
- 2) Network Interactions
- 3) Photos, Videos
- 4) Comments

**Services:**

- 1) Facebook
- 2) Posterous
- 3) Tumblr
- 4) Twitter





**Notes:**  
Twitter is a social networking and microblogging service, enabling users to send and read other users' messages called tweets, which are text-based posts of up to 140 characters displayed on the user's profile page.

**URL:**  
1) <http://www.twitter.com>

**Statistics:**  
55 Million Monthly Visitors

**Background:**  
Twitter, founded by Jack Dorsey, Biz Stone, and Evan Williams in March 2006 (launched publicly in July 2006), is a social networking and micro-blogging service that allows users to post their latest updates. An update is limited by 140 characters and can be posted through three methods: web form, text message, or instant message. The company has been busy adding features to the product like Gmail import and search. They recently launched a new site section called “Explore” for external and third party tools that interact with Twitter and a new visualization tool called Twitter Blocks. The service was started by Obvious Corp, who also started Odeo. In April 2008 Twitter launched Twitter Japan in partnership with Digital Garage.

**API Provides:**  
1) User Information  
2) Status Information  
3) Followers  
4) Subscriber Information  
5) Messages



# FACEBOOK

Notes:

Facebook is the world’s largest social network, with over 500 million users.

URL:

1) <http://www.facebook.com>

Statistics:

135 Million Monthly Visitors, 500 + million users. API Available, Launched 2004

Background:

Facebook was founded by Mark Zuckerberg in February 2004, initially as an exclusive network for Harvard students. It was a huge hit: in 2 weeks, half of the schools in the Boston area began demanding a Facebook network. Zuckerberg immediately recruited his friends Dustin Moskowitz and Chris Hughes to help build Facebook, and within four months, Facebook added 30 more college networks.

API Provides:

- 1) User Information
- 2) Status Information
- 3) Image Uploads
- 4) Video Uploads
- 5) Group Information
- 6) Event Information





**Notes:**  
Tumblr is a re-envisioning of tumblelogging, a subset of blogging that uses quick, mixed-media posts.


**URL:**  
1) <http://www.tumblr.com>

**Statistics:**  
14 Million Monthly Visitors

**Background:**  
The service hopes to do for the tumblelog what services like LiveJournal and Blogger did for the blog. The difference is that its extreme simplicity will make luring users a far easier task than acquiring users for traditional weblogging. Anytime a user sees something interesting online, they can click a quick “Share on Tumblr” bookmarklet that then tumbles the snippet directly. The result is varied string of media ranging links and text to pictures and videos that takes very little time and effort to maintain. There is little to no learning curve involved in using tumblr. Features are intuitive and quick to establish. Users simply sign up and begin posting in a minute.


**API Provides:**  
1) User Information  
2) Image Uploads  
3) Video Uploads  
4) Audio Uploads






Already a user? [Log in.](#)

# The easiest way to keep up with my family.



So says:  
The White Family

See other great ways you can use Posterous.



**Send us anything. Send it any way you want.**  
Attach pictures, video, or files. We'll take it from the web, email, or mobile.

**We'll take your content & make it a great web page.**  
Choose from great-looking themes or create your own customized look.

**Share your posts with anyone, anywhere.**  
Keep it private for your family, friends, or company. Or share it with the world.

## Get Started

It's free, easy, and fun.

You're almost there!

➔

**Hate signing up for things?**  
We do too. You can skip this for now. Just email us at [post@posterous.com](mailto:post@posterous.com) with your post. We'll take care of the rest.

We don't like to brag, but...

Check out who and what's on Posterous:



Andy Ihnatko at the Chicago Sun Times says:  
"Makes blogging easier than ever."



The Huffington Post says:  
"Quickest and easiest setup I've ever seen"



adventures in 中国



Being Brad



garry's posterous



j8.ly (s)



Lance Armstrong's posterous

**Notes:**  
Posterous is a simple web publishing platform via email.

**URL:**  
1) <http://www.posterous.com>

**Statistics:**  
2 Million Monthly Visitors

**Background:**  
Posterous is a Y Combinator startup that was founded in mid 2008. Text and files can be uploaded to the site via email. Users are not required to create an account to use Posterous. To start, users simply email content to [post@posterous.com](mailto:post@posterous.com) and a “blog” is autocreated and sent back to the user. Registered users can tailor the blog URL, post via the website, subscribe to other users.

Posterous embeds video, MP3s and other media into a player and turns images into image galleries. PDFs and other office documents are displayed in a Scribd embedded widget. Users can also add friends and family’s email address to any Posterous site they control. When the emails have been added, users can post by sending content they want to publish to [post@sitename.posterous.com](mailto:post@sitename.posterous.com). The company officially went into beta in June 2008 and raised an angel round in December 2008.

**API Provides:**  
1) User Information  
2) Image Uploads  
3) Video Uploads  
4) Tags  
5) Comments



# LOCATION BASED SERVICES

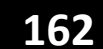
**These services provide:**

- 1) Check In's
- 2) User Trends
- 3) Network Rewards
- 4) Travel itinerary (Triplt, Everlater)
- 5) Location information (Yelp)

**Services:**


- 1) Foursquare
- 2) Gowalla
- 3) Facebook Places
- 4) Yelp
- 5) Outside.in
- 6) Triplt
- 7) Everlater





- 1) User Information
- 2) Image Uploads
- 3) Geo Data
- 4) Badges
- 5) Venue Information





Home


Spots

Trips

Blog


Sign In

Keep up with your friends, share the places you go, and discover the extraordinary in the world around you.




Keep up with friends on your phone.

Connect with friends from Facebook and Twitter to share where you're going.



Discover new places and hotspots

when you go out, then share your photos, recommendations and trips with friends!





Find inspiration to explore


the world around you while picking up rewards from local eateries, venues and retail stores.


Sign Up Now

or [Take a Quick Tour](#) to learn more.

ANDROID


BlackBerry

Apple iPhone




Highlights

Share your favorite places with friends!



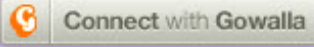
Discover the Moon

Go with NASA and Gowalla.



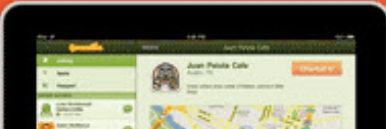
Gowalla API with OAuth 2

Start developing with Gowalla.



Gowalla for iPad

An amazing way to Gowalla.



**Notes:**  
Gowalla is a location-based service that helps people keep up with their friends, share their favorite places, and discover the world around them.

**URL:**  
1) <http://www.gowalla.com>

**Statistics:**  
25,000 Monthly Visitors

**Background:**  
Users can connect with friends on their iPhone, Android, Blackberry or Palm smartphones—as well as on the web.

People can capture and share their spot in the world with friends and family, while discovering new places, events and trips as they go. Gowalla offers businesses, campaigns, and organizations the unique opportunity to reward loyalty, reach new consumers, and to create memorable experiences.

Based in Austin, Texas, Gowalla was launched in 2009 by Josh Williams and Scott Raymond. The company is backed by investors including Greylock Partners, Alsop-Louie Partners, Founders Fund, and other prominent angel investors.

**API Provides:**

- 1) User Information
- 2) Geo Data
- 3) Activity Information
- 4) Stamps
- 5) Image Uploads

163

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



# FACEBOOK PLACES

facebook

Search

Home

Profile

Account

Explore Facebook

Mobile


Badges

Chat

Places

Questions


Credits



Places


Who. What. When. And now **Where.**


Share Where You Are




"Best. Concert. Ever."


Easily share where you are, what you're doing and the friends you're with right from your mobile.

 Check in and your update will appear on the Place page, your friends' News Feed and your Wall.

 Tag the friends you're with so they can be part of your update.


 Appear in "Here Now" to friends and others nearby who are also checked in.


Connect With Friends Nearby



"I'm just down the street!"

Never miss another chance to connect when you happen to be at the same place at the same time.

 Browse status updates of friends checked in nearby.

 After checking in, tap "Here Now" to see who else is checked in where you are.

**Notes:**  
Facebook Places gives users Foursquare functionality within Facebook.

**URL:**  
1) <http://www.facebook.com/places>

**Statistics:**  
21 Million Monthly Visitors

**Background:**  
Facebook announced Places on August 18, 2010. It is a feature that lets users "check in" to Facebook using a mobile device to let a user's friends know where they are at the moment. In November 2010, Facebook announced "Deals", a subset of the Places offering, which allows for users to check in from restaurants, supermarkets, bars, and coffee shops using an app on a mobile device and then be rewarded discounts, coupons, and free merchandise. This feature is marketed as a digital version of a loyalty card or coupon where a customer gets rewarded for loyal buying behavior.

**API Provides:**  
1) User Information  
2) Status Information  
3) Image Uploads  
4) Notes  
5) Video Uploads  
6) Tags  
7) Geo Data

164

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



**Notes:**  
Another company founded in 2004 by two former PayPal employees, Yelp is a local reviews website covering almost 40 states.


**URL:**  
1) <http://www.yelp.com>

**Statistics:**  
12 Million Monthly Visitors

**Background:**  
Yelp also launched in the UK in January 2009. Users write and read reviews about anything from their favorite hole in the wall restaurant to the worst downtown club. Additionally Yelp offers social networking features: the ability to add friends, groups, events, talk in forums or message contacts. The idea behind this is that users will trust their friend's reviews more than others. Yelp's competition comes from Citysearch, Insider Pages, Yahoo Local and Google Local.

- API Provides:**
- 1) User Information
  - 2) Geo Data
  - 3) Reviews
  - 4) Image Uploads
  - 5) Ratings
  - 6) Messages





outside.in

Hyperlocal news + info in 57,830 neighborhoods

Neighborhood, city or address

GO

Try 400 Broad Street, Seattle, WA or Red Hook, Brooklyn or Detroit

Adams Morgan, Washington, DC

Back Bay, Boston

Coconut Grove, Miami

Downtown North, Palo Alto

Logan Square, Chicago

Northern Liberties, Philadelphia

Northwest Dallas/Love Field, Dallas

Silver Lake, Los Angeles

Theater District, Detroit

Upper East Side, New York

ALL CITIES »

About

Solutions

API

Blog

Press

Jobs

Terms

Privacy

© 2010 Outside.in

HYPERLOCAL SOLUTIONS

Data and tools to harness the power of neighborhood news and information.

PUBLISHERS »

Custom hyperlocal content solutions for your site and apps.

[Learn more](#) | [Email us](#)

BLOGGERS »

Drive traffic to your site. Submit your feed today.

[Submit your feed](#) | [Learn more](#)

Notes:

New York-based Outside.in is an aggregator aimed at creating a place for neighborhoods to share and explore different information.

URL:

1) <http://www.outside.in>

Statistics:

660,000 Monthly Visitors

Background:

Outside.in attempts to do for blogging “what Google local search has done for the web.” Outside.in makes local blogs the focal point of information access, rather than forums or reviews.Primary funding for Outside.in comes from a series of angels as well as a few VC firms. Those firms include Union Square Ventures, Milestone Venture Partners, and Village Ventures.

Outside.in provides users with a number of uses to bring communities together. Compiling information from local blogs as the main source of data, information ranging from PTA meetings, Crime Watches, and other local news can be easily accessed.Recent features to Outside.in also include an iphone-compatible widget as well as a maps feature.Sites with similar neighborhood networking are Yelp, InsiderPages, and Smalltown. Rather than focusing on forums and reviews, Outside.in draws information from any number of local blogs to provide diverse and expansive information pertaining to a particular area.

API Provides:


- 1) User Information
- 2) Geo Data
- 3) Keywords
- 4) Blog Post Information
- 5) News Articles

166

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL





Have an account? [Sign in](#)

# All your travel plans in one spot.

Just forward your travel confirmation emails to [plans@tripit.com](mailto:plans@tripit.com).

### Build your itinerary

Email TripIt your travel plans—airline, hotel and more—it doesn't matter where you book.

### Get Organized

TripIt organizes your plans in a master travel itinerary that's easy to share and access.

### Stay informed

Automatically monitor your TripIt itineraries and get alerts about any travel delays with TripIt Pro.

### Sign up for TripIt

Email

Password

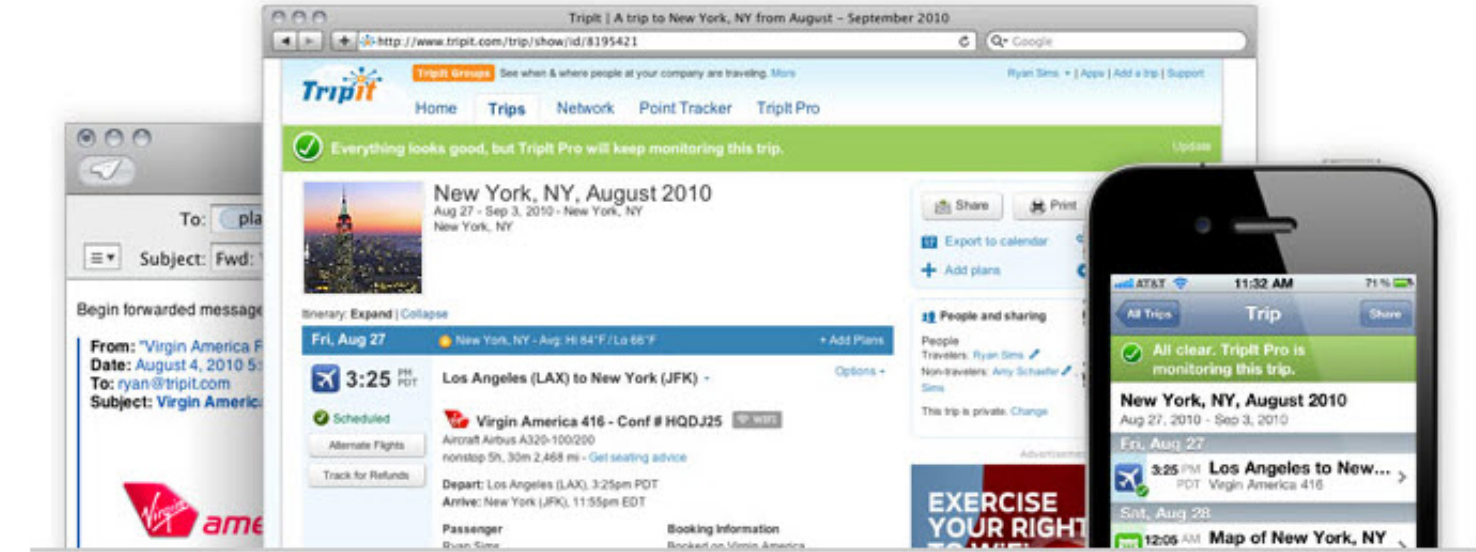
☒ Send me TripIt updates and tips


Sign up - it's free!


Or, sign up with...


 Google  Google Apps  
 Facebook


By clicking Sign Up, you confirm that you accept the [User Agreement](#). We don't share your email address. [More info](#)



 "Easy-to-edit itinerary"  
Frugal Traveler, NY Times

 "Everything is organized in one place... you'll be totally prepared."  
Time.com 50 Best Websites 2009

 "A simple travel service that is absolutely awesome."  
TechCrunch



Style and Space.  
Beautifully priced.

TAKE THE TOUR

Advertisement

**Notes:**

TripIt is an intelligent travel organizer that helps travelers manage their plans so that their trips go more smoothly.

**URL:**

1) <http://www.tripit.com>

**Statistics:**

214,000 Monthly Visitors

**Background:**

Travelers simply forward their purchase confirmation emails to TripIt and TripIt automatically creates master itineraries with travel plans and other critical information. With TripIt, it's easy for travelers to print or access their trip plans from anywhere—and to share itineraries and travel calendars with friends in their TripIt network.


To use TripIt, travelers simply forward their travel confirmation emails—no matter where their reservations were booked – and TripIt does the rest. The TripIt "Itinerator" processes related bookings into a master itinerary. By transforming unstructured emails into structured data, TripIt is able to intelligently perform tasks for a user, including aggregating related data from our websites and services. For example, TripIt uses the trip data to automatically pull weather, maps and driving directions, destination information, photos and more.

TripIt provides travelers access to their information when and where it is needed most – online, in print, in their calendar, on their web-enabled mobile device and in the hands of the people who need to know. TripIt also applies the power of social networking to improve the travel experience. With TripIt, travelers can share their travel calendars, access itineraries, and collaborate on planning trips with individuals or across their network of TripIt friends.

**API Provides:**

- 1) User Information
- 2) Geo Data
- 3) Itinerary Information
- 4) Image Uploads







[Log in](#)

# Free travel blog and travel journals

like this! ↘



Watch a video overview



Get your travel journal. It's free!

[Sign up](#)

[Learn more](#) (1/4)

Use Everlater to create your free travel journal and travel blog. Incredibly easy to create great travel memories. Magnificently simple to share trips with family and friends.

**Notes:**  
Everlater is a site in which users can record travel experiences, share them with friends and family, and discover new travel ideas from social network & other travelers like you.

**URL:**  
1) <http://www.everlater.com>

**Statistics:**  
Metrics Unknown

**Background:**  
Users can upload stories, experiences, photos, and more directly to Everlater or the site can pull items in from external services such as Flickr. There is an iPhone app that enables offline recording of travel experiences which can be synchronized and shared later. Each user and trip has a unique URL for easy sharing with friends and family on Facebook, Twitter, and other social networks. Everlater was a TechStars 2009 company.

- API Provides:**
- 1) User Information
  - 2) Image Uploads
  - 3) Video Uploads
  - 4) Blog Information
  - 5) Comments




These services provide:

- 1) Events
- 2) Event Details
- 3) Event Location
- 4) Attendees

Services:

- 1) Meetup.com
- 2) Plancast





Find

a Meetup Group

Start

a Meetup Group

Log in

Sign up

New Features

Help

Search

Meetup

Do something • Learn something

Share something • Change something



Bay Area Arts and Outdoors Meetup Group

Palo Alto, CA

Latest Meetup: Oct 26, 2010



Four Points Chamber Connectors Meetup Group

Austin, TX

Latest Meetup: Nov 2, 2010



The Colorado Photography Learning Group - North Meetup Group

Denver, CO

Latest Meetup: Oct 29, 2010



West Hollywood Talent Photographers Meetup Group

Hallandale, FL

Latest Meetup: Oct 25, 2010



South Jersey Evening Adventures Meetup Group

Cherry Hill, NJ

Latest Meetup: Oct 30, 2010



The East Valley Italian Greyhound Meetup Group

Phoenix, AZ

Find a Meetup Group Near You!

Topic or interest

e.g. book clubs, skiing, small business, Italian

City or ZIP/postal code

New York, New York, USA

Search

Upcoming Meetups

116 Meetups happening right now

[zumba with zoulshakers](#)

[Quick Start Shoreline Business Lunch & Learn Workshops](#)

[i Take The Lead B2B - Portland/Vancouver](#)

[Practice your English](#)

and 112 more

178 Meetups starting soon

[The GREENBELT, MD Pickup Soccer](#)

[Bike Barn Cycling Group - Beginner to Moderate Cyclists](#)

[I Grilli Dell'Etna \(Amici Di Beppe Grillo di Catania\)](#)

[Gli amici di Beppe Grillo di Bassano del Grappa](#)

and 174 more

402 Meetups starting in an hour

[Cleveland Eats](#)

[Twin Sum Drum](#)

[Tech Tuesdays - Network and learn with your ABE peers](#)

[Knotty Knitters Club](#)

and 398 more

**Notes:**  
Meetup is a local community organizing network.


**URL:**  
1) <http://www.meetup.com>

**Statistics:**  
3 Million Monthly Visitors

**Background:**  
Over 6.5 million people have created and joined long-lasting local Meetup Groups around shared interests and purposes. These groups and clubs have held over 1 million local meetups.

**API Provides:**  
1) User Information  
2) Geo Data  
3) Image Uploads  
4) Comments  
5) Events





# PLANCAST

The easiest way to share events and other real-life activities with friends

Sign In

Username

Password

☒ Keep me signed in


Sign In

Forgot your password? [Reset it.](#)


Want to create a basic account? [Sign Up](#)

## Have a Facebook or Twitter account?

Sign into Plancast with one-click below.








 Login with Facebook






- or -

 Sign in with Twitter

Note: We won't send anything back to your account without your explicit permission. If you connect with Facebook, we may import some of your events-related data to help you get started.

## Featured Users





**Notes:**  
Plancast is a web application that allows users to create inclusive, location-based plans and share them with friends via Facebook and Twitter.

**URL:**  
1) <http://www.plancast.com>

**Statistics:**  
35,000 Monthly Visitors

**Background:**  
Users can see what their friends are planning in the upcoming weeks, where they will be, and can opt to join in the plan without a formal RSVP. Features include: sign-up via Facebook Connect or Twitter; maps to view friends' plans in the years; Calendar integration.

**API Provides:**  
1) User Information  
2) Geo Data  
3) Comments  
4) Itinerary Information

Find us on [Twitter](#) and [Facebook](#) · [Support](#) · [Contact](#) · [Goodies](#) · [API](#) · [Jobs](#) · [Privacy Policy](#) · [Terms of Use](#) · © 2010 Worldly Developments

171

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



# EXTRA CURRICULAR ACTIVITIES

**These services provide:**

- 1) Books & Pages Read / Reading
- 2) Movies Watched & Movies Reviewed
- 3) Articles Read, Shared, Favorites
- 4) Songs Played, Shared, Favorites
- 5) Wishlists

**Services:**

- 1) GoodReads
- 2) LibraryThing
- 3) Netflix
- 4) Flixster
- 5) Last.fm
- 6) Blip.fm



goodreads

home my books find books friends explore▼ groups

register tour sign in

find books by title or author or isbn

Welcome to Goodreads

Have you ever wanted a better way to:

- Get great book recommendations from people you know.
- Keep track of what you've read and what you'd like to read.
- Form a book club, answer book trivia, collect your favorite quotes.

sign up

It's free and anyone can join.

name

email

address

password

create an account »

☒ send me new book reviews from my friends (?)

Goodreads does not send spam or sell email addresses. [Read our Privacy Policy.](#)

Or: 

Connect

Twitter

Google

people recently on goodreads

Already a member? Sign in.

Over 110,000,000 books added!  
Learn how Goodreads works.

sponsored links

**LIFE by Keith Richards - Audiobook**  
KEEF's rocking and shocking life story read by Johnny Depp. Buy now for \$17.89 - lowest price on the web. Includes free PDF of 80 photos.  
[www.weread4you.com](http://www.weread4you.com)

**The Path of Saints**  
The Path of Saints delves into the world of organized crime, moving across the border from Texas to Mexico and uncovering a pipeline of g...  
[www.goodreads.com](http://www.goodreads.com)  
[6 people added it »](#)

more links...

trivia questions

"Gnosticism was a movement that extended beyond the limits of any one religious tradition. There were Pagan Gnostics and Jewish Gnostics as well as Christian ones. The Christian Gnostics claimed to derive their teachings from Jesus of Nazareth himself. The Gospel of \_\_\_\_\_ claims that a select group of disciples received a secret teaching more authentic than the public

**Notes:**  
GoodReads is a social networking site for book lovers. The site is intended to serve as an easy way to review books and get recommendations from friends, based on founder Otis Chandler's belief that recommendations from friends are more valuable than referrals from algorithms or bestseller lists.

**URL:**  
1) <http://www.goodreads.com>

**Statistics:**  
3 Million Monthly Visitors

**Background:**  
The site has standard social networking features, with users having the ability to edit their publicly viewable profiles, add and meet friends, and interact with each other through messages and comments. The site differs in that it revolves around users' "Bookshelves", a list of books they have read or are reading currently. Users can browse others' bookshelves, and see their full reviews. As of December 2007, the site has more than 600,000 users, with around 10 million book reviews added. More than 1000 authors are members of the social network.

**API Provides:**  
1) User Information  
1) Author Information  
2) Book Descriptions  
3) Reviews  
4) Events  
5) Followers  
6) Status Information

173

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



LibraryThing

Home


Search

Zeitgeist

Talk

Groups

Local



A home for your books.

Enter what you're reading or your whole library. It's an easy, library-quality catalog.

A community of 1,000,000 book lovers.

LibraryThing connects you to people who read what you do.

CHECK IT OUT

- [Take the tour.](#)
- [Sign up.](#) It's more fun than the tour.
- See [what bloggers and the media say](#) about LibraryThing.

WHAT'S GOOD?

- Join the world's largest book club.
- Catalog your books from Amazon, the Library of Congress and 690 other world libraries. Import from anywhere.
- Find people with *eerily* similar tastes.
- Find new books to read.
- Free Early Reviewer books from publishers and authors
- Enter 200 books for free, as many as you like for \$10 (year) or \$25 (life).
- Available in many languages:  (others)

**Notes:**  
LibraryThing is an online service to help people catalog their books.

**URL:**  
1) <http://www.librarything.com>

**Statistics:**  
900,000 Monthly Visitors

**Background:**  
The catalog can be accessed from anywhere—including mobile phones. LibraryThing also connects people with the same books, comes up with suggestions for what to read next, and so forth.

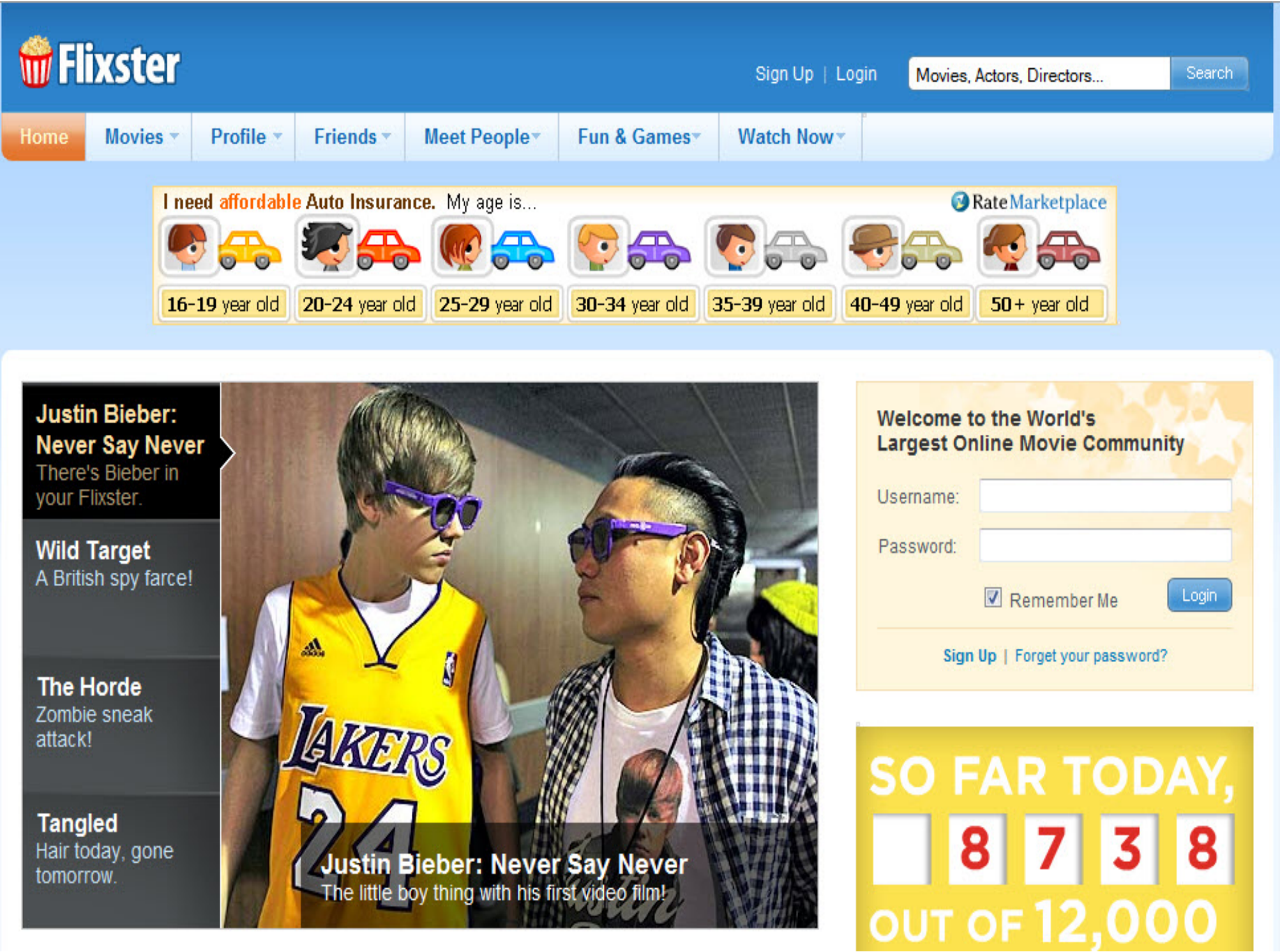
**API Provides:**  
1) User Information  
2) Title Information  
3) Author Information  
4) Reviews  
5) ISBN Search



175

- 1) User Information
- 2) Reviews
- 3) Ratings
- 4) Movie Description
- 5) Queue list Information





**Notes:**  
Flixster is a social networking site for movie fans, where users can create their own profiles, invite friends, rate movies and actors, and post movie reviews as well.

**URL:**  
1) <http://www.flixster.com>


**Statistics:**  
Metrics Unknown

**Background:**  
From Flixster, people can also get information about movies, read user-generated movie reviews and ratings, converse with other users, get movie showtimes, view popular celebrity photos, read the latest movie news, and view video clips from popular movies and TV shows.

With so many features, Flixster seems to have created a fairly comprehensive movie social networking site, which may in turn explain its rapid growth in popularity. Flixster currently has over 50 million registered users with over 1.5 billion movie ratings, and has already outpaced (in total page views) other movie sites such as Fandango. And while the site is still dwarfed in terms of total page views by the more informationally-based IMDB, its emphasis on combining social networking with movies and rapid rise in user base make for a promising company future.

**API Provides:**  
1) User Information  
2) Video Description  
3) Ratings  
4) Image Uploads  
5) Reviews





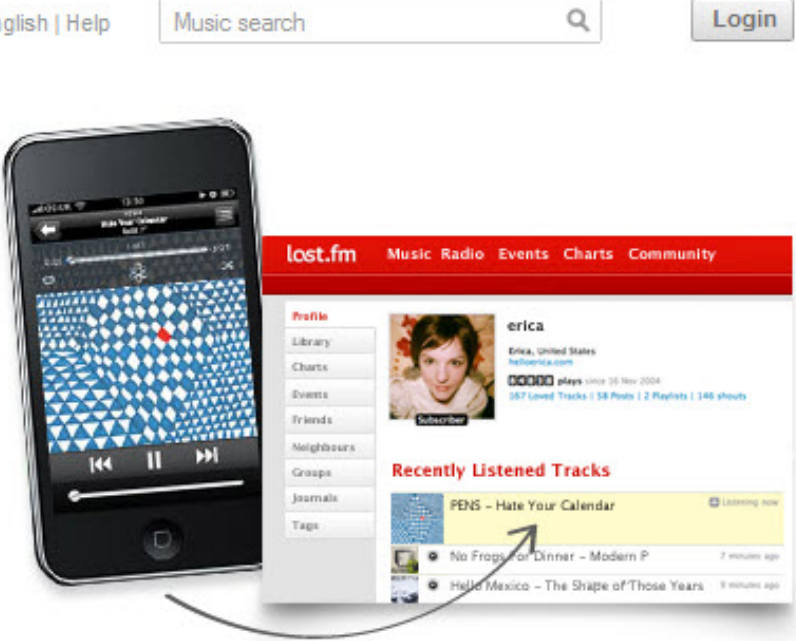
### Need new music?

Last.fm lets you effortlessly **keep a record of what you listen to\*** from any player. Based on your taste, Last.fm recommends you more music and concerts!

\*We had to invent a word for this, it's called [scrobbling](#).

Start your profile

Just two minutes to new music!  
Sign up and import your listening history.




Track tracks and discover gems. **FREE!**


MusicRadioEventsChartsCommunity

About Last.fm


### People listening right now:




**akane-st** is listening to **摩天楼オペラ** (visual kei, j-rock, symphonic metal)  
Scrobbling now from Windows Media Player in Spain



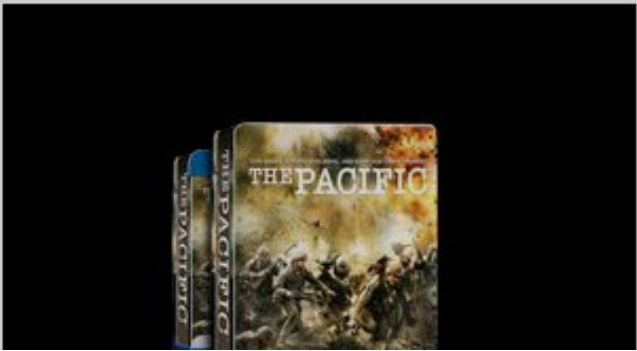
**AnchJB** is listening to **Lacrimosa** (gothic, gothic metal, darkwave)  
Scrobbling now from foobar2000 in Russian Federation



**nolkku** is listening to **Tuomas Henrikin Jeesuksen Kristuksen Bändi** (rock, psyc  
Scrobbling now from Spotify in Finland



**chemical boy** is listening to **Kohti** (pop, dance, electronic)



Notes:

Last.fm is a social networking company which revolves around its music recommendation engine, which makes recommendations based by comparing user data to the rest of the Last.fm user community.

URL:

1) <http://www.last.fm>

Statistics:

4 Million Monthly Visitors

Background:

Unlike competitor Pandora, Last.fm’s recommendations are not generated by matching similar musical attributes. However, its community driven engine gives it more potential to grow into media other than music. This is most likely a reason why media giant, CBS, acquired Last.fm for \$280 million in May of 2007. Last.fm grew from very modest funding compared to its competitors Pandora, ilike, MyStrands and others.

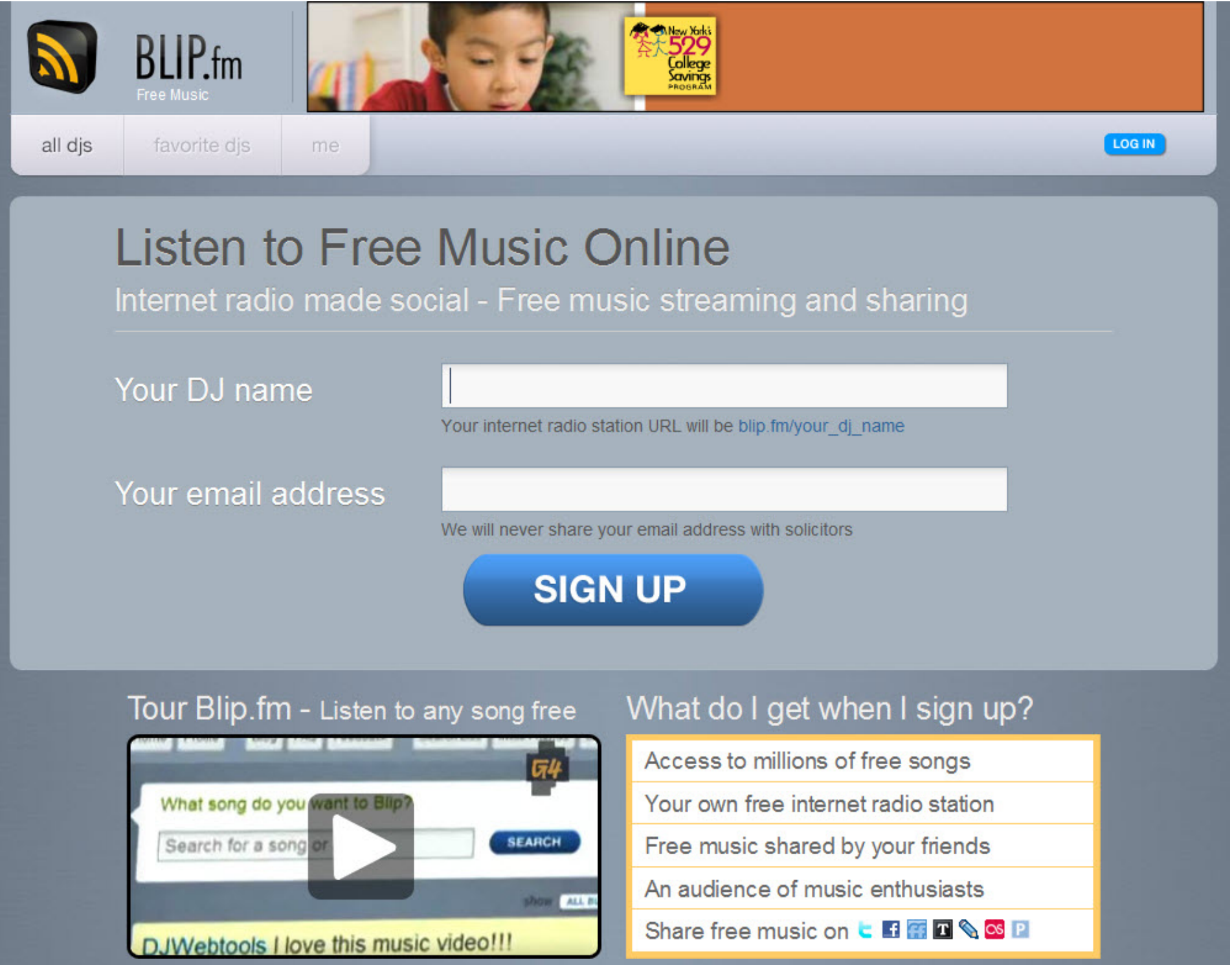
Users “scrobble” the music they listen to on their ipod or computer through a downloaded application that records what they listen to. The scrobbler then sends this data to Last.fm’s servers. The engine produces a station by grabbing music from other users’ whose taste is similar to your own. Additionally, users can have a radio station made around a single artist. These stations are created by recommending music that other users listen to in addition to your chosen artist. Additionally, Last.fm has largely incorporated social networking into its site. It has user profiles, events and widgets for your website. This is quite appropriate considering recommendations and stations are generated using communal data.

Last.fm has extended its service to multiple online platforms with the “Last.fm in a box” application. This allows partners to offer their users free access to Last.fm’s streaming radio services direct from the partners Web site. Current partners include Bebo, Billboard.com, CBS Television Stations, CBS Affiliates, eMusic, Frengo, Gigya, iGoogle, and many others.

API Provides:

- 1) User Information
- 2) Artist/Band Information
- 3) Album Information
- 4) Geo Data
- 5) Library
- 6) Playlist Information
- 7) Tags
- 8) Venue Information





**Notes:**  
Blip.fm is a music recommendation and streaming site.

**URL:**  
1) <http://www.blip.fm>

**Statistics:**  
Metrics Unknown

**Background:**  
Users post short messages on what music they are listening to at the moment, the site then turns them into streaming links using Imeem. Blip is essentially “Twitter for Music.” It allows you to suggest music and share your thoughts about it with a network of contacts. No file uploads are necessary. Just search for the song you have in mind and Blip will grab it from Imeem. Your followers (“listeners”) can hear full versions of the songs you post using Imeem’s player widget.

**API Provides:**  
1) User Information  
2) Genre  
3) Listeners  
4) Messages  
5) Artist/Band Information  
6) Album Information  
7) Geo Data



These services provide:

- 1) Projects & Time Spent
- 2) Data In / Out
- 3) Network Connections
- 4) Reviews & Recommendations

Services:

- 1) DropBox
- 2) Drop.io
- 3) Harvest
- 4) LinkedIn



Dropbox

mohit@santram.net

Account

Upgrade

Log out

Dropbox

Back to the homepage

Get Started

Files

Events

Sharing

Help

How's Dropbox?

Awesome

Needs work

Search your Dropbox files

Get Extra Space Free

Install Dropbox

79% in use

My Dropbox

Upload

New folder

Share a folder

Show deleted files

More actions

Name

Size

Modified

ADDICTIVE NETWORKS

docs

Library

movies

music

Photos

Pixel

Public

resume

work

Dropbox

Home

Install

Mobile

Pricing

Features

Tour

Community

Referrals

Twitter

Facebook

Wiki

Developers

Partners

Support

Help Center

Forums

Votebox

Feedback

Contact Us

About Us

Dropbox Blog

Our Team

Press

Policies

Jobs

© 2010 Dropbox

Dropbox

Back to the homepage

Downloading Dropbox...

Your Dropbox download should automatically start within seconds. If it doesn't, [restart the download.](#)

1. Run the Dropbox installer

From your browser's Downloads window, double click the .dmg file that just downloaded.

2. Drag the Dropbox icon

Drag the Dropbox icon into your Applications folder to copy it to your computer.

3. Double-Click the Dropbox icon

Double click the Dropbox icon in your Applications folder to get all set up, and you're good to go!

Need any more info? Check out our [tour](#) or [help center](#).

Dropbox

Home

Install

Mobile

Pricing

Features

Tour

Community

Referrals

Twitter

Facebook

Wiki

Developers

Partners

Support

Help Center

Forums

Votebox

Feedback

Contact Us

About Us

Dropbox Blog

Our Team

Press

Policies

Jobs

© 2010 Dropbox

**Notes:**  
Dropbox is a software product that makes it easy to securely share files with other people, sync them across multiple computers, access them from anywhere, and keep them safe.

**URL:**  
1) <http://www.dropbox.com>

**Statistics:**  
112,000 Monthly Visitors

**Background:**  
Dropbox was founded by Drew Houston and Arash Ferdowsi in 2007, and received seed funding from Y Combinator. Today, Dropbox is well-funded by Sequoia Capital and Accel Partners, and since launching publicly in September of 2008 it has attracted millions of users and is growing rapidly. Dropbox has been featured in the New York Times and on TechCrunch, and has won awards from places like PC Magazine and CNET.

**API Provides:**  
1) User Information  
2) Thumbnails  
3) Online File Browsing  
4) Sync Files





We've got some news!

A bunch of things are changing at drop.io these days. -- read all about the details on [our blog](#).

Login to your account:

account login

password

login »

Simple real-time **sharing, collaboration and more.**

We've discontinued the ability to create free drops from the homepage. Read our [our blog](#) for more details.

To create drops at this time you must have a previously established account.

**Notes:**  
Drop.io was a platform for simple private exchange purchased by Facebook in October 2010.

**URL:**  
1) <http://www.drop.io>

**Statistics:**  
115,000 Monthly Visitors

**Background:**  
Drop.io enables users to create simple private exchange points called “drops” which can be generated in as little as two clicks Each drop can be accessed via the web, email, phone, fax, and widgets. The service has no email signup and no “accounts.” Each drop is private, and only as accessible as users choose to deliberately make them. Users can create multiple drops, add any type of media, and share or subscribe as they want through email and rss. 100MB of storage is provided for free and tiered storage is provided at cost up to 25GB.

**API Provides:**  
1) User Information  
2) Image Uploads  
3) Image Information  
4) Video Information  
5) Video Uploads  
6) Comments  
7) Widgets

TIME.com

50 BEST WEBSITES 2009

"drop.io is a more elegant solution: a private file-sharing service...It's a great way to share a lot of data with other people"

Mashable

All That's New on the Web

"...file hosting and sharing service of considerable renown in Web world, particularly among those who espouse the need to keep things simple."



# HARVEST

TIME IS MONEY, TRACK IT WISELY.

Home

Features

Pricing

Our Community

Platform

About Us

Blog

Sign Up

## Sleek, intuitive, fast.

Track time, log expenses, invoice clients, keep track of account receivables and revenue. Harvest lets you do it all, so you can run your business with style and ease.

TRY IT FOR FREE

Sign up in 60 seconds.

Already have an account? [Log in.](#)

Reports

Timesheets

Invoices

Manage

Time

Estimates

Expenses

All Clients and Projects

People and Tasks (2008 Mar 31 - 2008 Apr 05)

Print Export to Excel

Team

People

Hours

15.38

Brian Wilson

21.44

17.55

Buckminster Fuller

29.55

53.34

Total

Tasks

Hours

6.50

Admin

18.50

Audio

2.44

Code

17.55

Develop Solution

5.50

Project Management

5.40

Spec

53.34

Total

02:37

### Simple Time Tracking

Harvest timesheets makes it easy for teams and freelancers to track time. A simple and intuitive interface gets everyone up and running in no time.

Learn More

### Easy Online Invoicing

Look professional and stay organized. With support for multiple currencies, PDF exports, and much more, Harvest makes running your business a breeze.

Learn More

### The world's best time tracking application.

Harvest lets you and your staff track time, log expenses, and create invoices in one simple, integrated workflow. Set yourself or your team up on Harvest in just a few minutes, and instantly start tracking time and expenses. Use the Harvest graphical reports to see the distribution of your company's resources in a visual, intuitive way. Quickly create an invoice, and with just a single click, bill your client. You'll see your revenue come in faster with Harvest. Give Harvest a try and improve your business today.

### Features at a glance

Time tracking

Expense tracking

Budget tracking

Billing and invoicing

Powerful reporting

Timesheet approval

Desktop widgets

QuickBooks export

[Learn more about Harvest](#)

**Notes:**  
Harvest is a provider of time tracking and online invoicing services for freelancers and small businesses.

**URL:**  
1) <http://www.getharvest.com>

**Statistics:**  
21 Million Monthly Visitors

**Background:**  
Harvest focuses on providing simple to use web-based software for professional services. Customers range from freelancers to creative services businesses, to team within Fortune 500 organizations and non-profits. Harvest is offered as a web-based software-as-a-service but it is accessible from a variety of platforms and devices including: web browsers, desktop widgets, iPhone, Twitter, and SMS.

**API Provides:**

- 1) User Information
- 2) Entries
- 3) Widgets
- 4) Tasks
- 5) Invoices
- 6) Categories

182

OMNIGON COMMUNICATIONS, LLC

PROPRIETARY AND CONFIDENTIAL



Linkedin

Account type: Basic

John Cole

Add Connections

Home

Profile

Contacts

Groups

Jobs

Inbox2

Companies

More

People

Advanced

More ways to give employees the doctors they want. Empire BlueCross BlueShield

Messages

Invitations2

Go to Inbox »

Sara Lautman

Independent Writing and Editing Professional

Accept

Ignore

Jordan Harris

Owner, Bloc Group

Accept

Ignore

Network Activity

Share an update

Attach a link

Share

James Buck

Find your polling place! Just enter your address and then go VOTE! <http://bit.ly/aKITwk> via Twitter

28 minutes ago • Like • Comment • Send a message

Eugenia Semjonova

is now connected to Todd Labaugh, Kate Stark, emma lloyd, and 2 other people.

6 hours ago

David Alm

is now connected to Mark Maynard-Parisi, Alison C. Lowander, Ned Puchner, and 12 other people.

20 hours ago

David Alm

recommends Alison C. Lowander, "Alison is engaged, thoughtful,

People You May Know

Michael Pu, MBA Candidate 2012 at Cornell S.C. Johnson Graduate School of Management

Connect

Emily Silman, Account Manager at Venda

Connect

John Badami, Digital & Print Advertising Associate at R.A. Rapaport Publishing

Connect

See more »

KEEP CLIMBING

DELTA

BUSINESS ELITE FROM JFK TO LAX AND SFO.

EXPLORE THE PERKS >

Who's Viewed My Profile?

2 Your profile has been viewed by 2 people in the past 90 days.

**Notes:**  
With more than 67 million users representing 150 industries around the world, LinkedIn is a fast-growing professional networking site that allows members to create business contacts, search for jobs, and find potential clients. Individuals have the ability to create their own professional profile that can be viewed by others in their network, and also view the profiles of their own contacts. Competitors to LinkedIn include sites such as XING, Doostang and Ecademy. Of note, LinkedIn won two Webby awards in 2007 for services and social networking.

**URL:**  
1) <http://www.linkedin.com>

**Statistics:**  
21 Million Monthly Visitors

**Background:**  
LinkedIn is a free business social networking site that allows users who register to create a professional profile visible to others. Through the site, individuals can then maintain a list of known business contacts, known as Connections. LinkedIn users can also invite anyone to join their list of connections. LinkedIn offers an effective way by which people can develop an extensive list of contacts, as your network consists of your own connections, your connections' connections (2nd degree connections), as well as your 2nd degree's connections (called your 3rd degree connections). From this network, individuals can learn of and search for jobs, business opportunities, and people.

LinkedIn also serves as an effective medium by which both employers and job seekers can review listed professional information about one another. LinkedIn follows strict privacy guidelines wherein all connections made are mutually confirmed and individuals only appear in the LinkedIn network with their explicit consent. Other LinkedIn features include paid accounts that offer more tools to find people, and "LinkedIn Answers" developed in January 2007. A free feature, "LinkedIn Answers" allows registered users to post business-related questions that anyone else can answer.

**API Provides:**  
1) User Information  
2) Comments  
3) Connections  
4) Buttons  
5) Geo Data



There are many great companies building innovative web services to offer users a better overall experience, no matter what device they may be using to access the internet.

This Mobile Competitive Analysis has been written to help uncover some of the great companies, services, tools and some of the notable failures. Using this document as a base, Omnigon and Sporting News will be better able to build a highly functional, innovative mobile experience.